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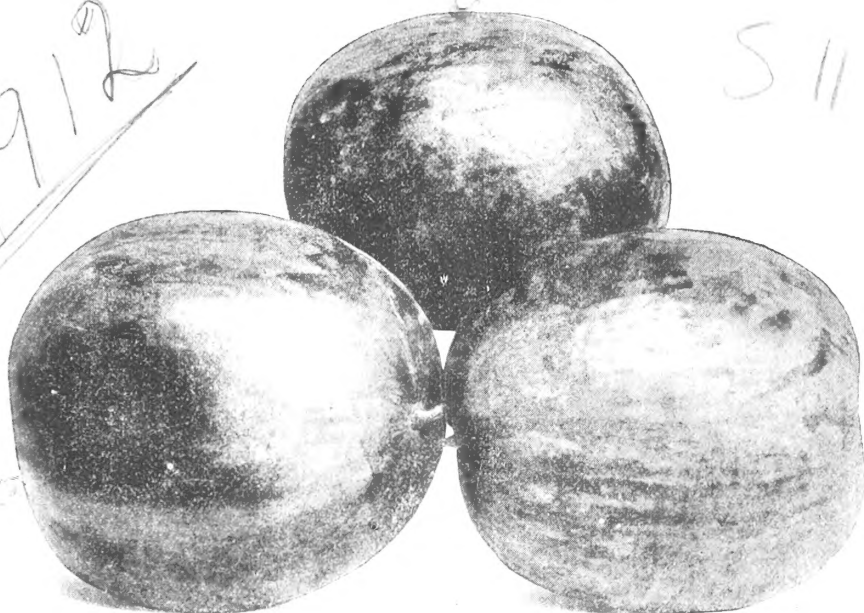
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Spring Catalog ALEXANDER'S SEEDS

• THE BEST THAT GROW SELECTED FOR THE SOUTH •

You will plant them if you are particular and want the best.



ALEXANDER'S BIG MONEY MAKER - THE GREAT "NEW SHIPPER" WATERMELON
FIRST CAR ON MARKET BROUGHT \$375.00 SEE DISCRIPTION IN CATALOG

ALEXANDER SEED CO.

ESTABLISHED 1873

AUGUSTA, GEORGIA.



Alexander's

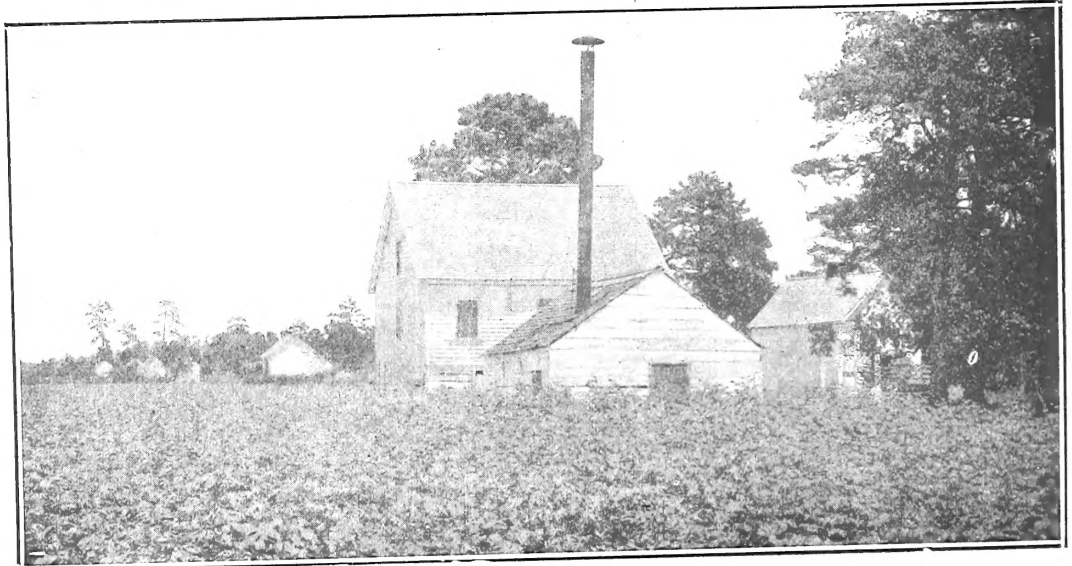
Thoroughbred Cotton and Corn Seed

These photographs are part of a number recently taken to show you the kind of crops of corn we grow from which to select our seed. Also one of the private gins used in ginning our select cotton seed. This field of corn averaged $94\frac{1}{2}$ bushels per acre, and one acre made 141 bushels. The variety is our great big-eared **PRIZE-WINNER SHAW IMPD.**, one of our most popular and big cropping varieties.

For over a third of a century **ALEXANDER'S SEED** have been planted in every Southern State and are today recognized in the South as the highest standard for quality and quantity of yield. Our seeds are in every way "**The best seeds that grow, selected for the South.**"

Our cotton seed is ginned on private gins and only one variety grown on a plantation. You may find the price of **ALEXANDER'S SEED** a little higher than others, but you must **always** remember that the **best** is in the end the cheapest. Low prices usually prove in results the most expensive. Be **sure** of a good crop by planting only **ALEXANDER'S SEED**.

The Picture Below Represents
One of Our Private Cotton Gins



To ALEXANDER SEED COMPANY, Augusta, Georgia

Please forward the following Seeds, etc., by _____

(State whether by mail, express or freight)

County _____ **IMPORTANT**

Are You a Market Gardener? _____

Dollars _____ Cents _____

No matter how often you write us, **ALWAYS** give your **NAME** and **ADDRESS** in full. Always state how you want your order sent, whether by Mail or Express. Attach both Name and Price to each article ordered. **ALWAYS WRITE YOUR NAME PLAINLY**, and before ordering please read directions to customers in our catalog.

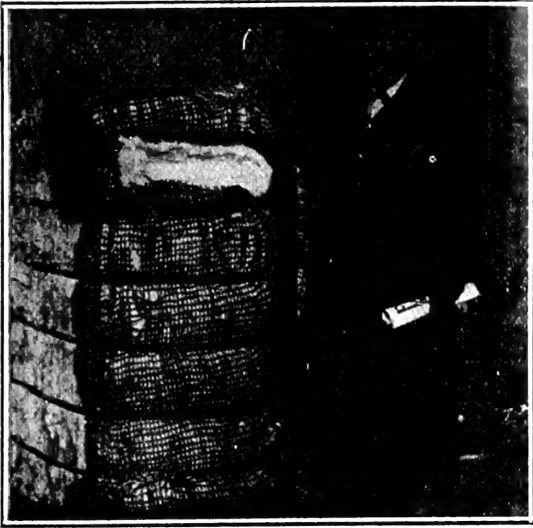
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Twenty-five cents' worth of seeds in packets, half ounces or ounces, FREE, on each dollar's worth of seed ordered in packets, ½-ozs. and ounces (excepting cauliflower in ounces and one-half ounces). For \$1.00 you can get seeds in packets, half ounces and ounces amounting to \$1.25. This twenty-five cents extra on each dollar does not apply to seeds ordered in packages of a quarter pound or over or on collections of any kind. **YOU** are to select the seeds wanted to be sent only with your order. (OVER)

Amount Brought Forward

WHEN ORDERING PLEASE WRITE BELOW the addresses of your neighbors (or friends elsewhere) who want reliable seeds, and we will send them our catalog and send you two **5c** packets of seed which you may select from our catalog. (No seed sent for names not accompanied by an order)

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A limb of our new Early Big Boll Cotton. See description on another page. We want a good name for it and offer a prize of \$25.00.

This farmer bought one peck Money Maker Cotton Seed, planted it on three-fourths acre, used 200 pounds guano and picked one bale weighing over five hundred pounds. All of the seed he did not save for his own planting he sold to neighbors at a good price. Learn to make more cotton on less land. Plant more corn, cow peas and peanuts, and raise plenty of hogs; that is the only way to be independent and get what your cotton crop is really worth.

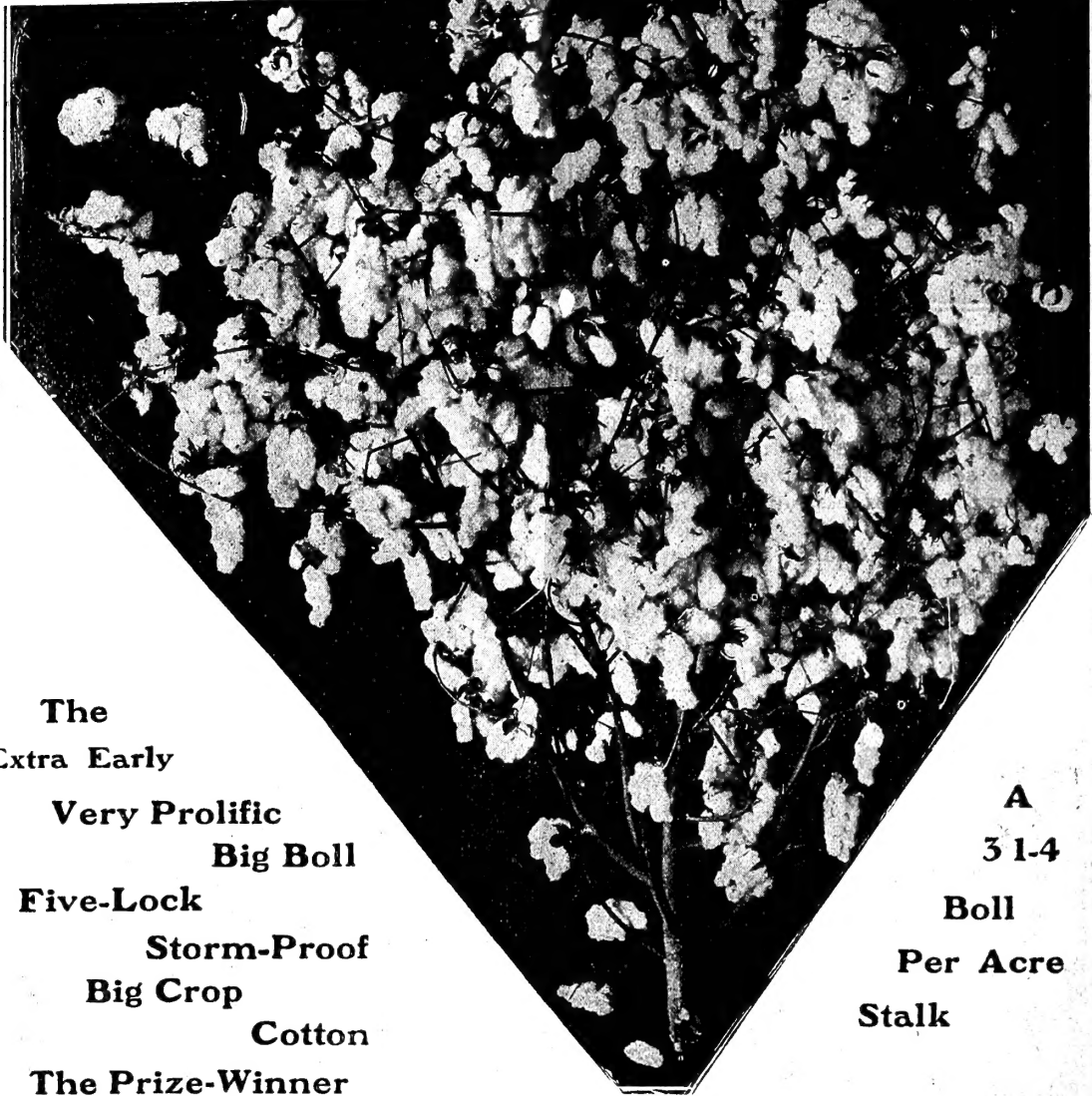
FREE—With every order for Cotton Seed a package of Our New Cotton "50%" lint, see bottom of page 11.



This is a picture of one of the farms on which our Select Cotton and Corn Seed is grown. Shows Money Maker Cotton and Six-Ear Corn in July. Corn turned out 98 bushels per acre, and one acre of cotton made 1,436 pounds lint, average over two bales per acre on $12\frac{1}{2}$ acres. This is one of the fields from which our stock seed is selected, each stalk is tested to see what its rate of yield is per acre, if it falls below $3\frac{1}{4}$ bales per acre the seed is not used of course, all stalks do not come up to that, but by making such close and careful selection the yield is each year increased, this accounts for the big crops made from ALEXANDER'S SEEDS. We have a new selection this year claimed to turn out 50 per cent. lint and to be a very fine cotton in every other way. Our experiments with it show it to be extra good, but before growing a large crop for seed we want to get the opinion of our customers on its value grown on different sorts of soil and will send **FREE** with every order for cotton seed a package of this fine seed for you to test at our expense. Also \$5.00 for best picture of stalk or entire patch and another \$5.00 for best and most complete description of the cotton and culture.

\$25.00 For Best Name and Description of This Cotton \$25.00

**The
Prize-Winner
Extra Early Big Boll
Cotton**



**The
Extra Early
Very Prolific
Big Boll
Five-Lock
Storm-Proof
Big Crop
Cotton
The Prize-Winner**

**A
3 1-4
Boll
Per Acre
Stalk**

YOUR IDEAL. EARLY BIG BOLL PROLIFIC COTTON is this NEW SELECTION OF OURS. Originated or propagated by an up-to-date farmer up in the Northern cotton belt where the seasons are short. The selection and breeding has been done from a very healthy and thrifty growing big boll variety and has been so well developed that it will produce a more superior crop in every respect than any of the big boll type. This variety has been grown from the beginning on land free from disease and anthracnose has never been seen in any of the crops. It was no easy task to develop this variety but careful and patient work always brings the desired results when proper methods are used and the reward obtained in the perfection of this new strain proves that it was worth all of the time and money spent in bringing it up to its present condition, which is nearer **Supreme Perfection** than has yet been produced in any early, prolific, big boll cotton that has ever been offered. In it you will find **MORE OF THE MOST DESIRABLE** qualities for an absolutely perfect variety of this class than you have ever seen. We have tested it in every possible way with other big boll varieties, both of the early and late types, and there is not one that has proven equal to it in a three years' test on dark, red clay land of good quality, on stiff, gray pebble land with clay subsoil; on rich river bottom soil and sandy land. The results in all trials have been highly satisfactory.

A friend of ours told us about this selection four years ago. We at once investigated it and found it to be just what we wanted. It cost us \$8.55 a bushel (the amount paid the grower and our time and expense of selecting) to make our own first special selection from individual stalks. From this selection we have worked up a fine stock of first-class seed which we are now ready to sell.

Continued on Next Page

Actual Size of the Boll of our New Early Big Boll Prolific Big Crop Cotton.



Right now is the time to prepare to sell your 1912 crop of cotton at 15 cents. Plant only the best cotton seed. Plant a big garden; grow plenty of corn and stock feed. Prepare to be independent now.

Description Continued from Page 2

Big boll cottons are nearly always the most popular with pickers and the only drawback or objection to planting them in some sections has been the lateness or the length of time they require to make a crop. The main object in breeding this selection was to have it early enough to plant at the greatest profit in the shortest season, and to combine in it besides earliness, the large, well-shaped boll with 60% to 70% of them five-lock, a medium-sized seed, with one inch lint of good strength and quality and turning out 38% to 40%, 49 to 58 bolls making a pound. The open growth is also a great advantage in the BOLL WEEVIL section, and we prefer open growth under all conditions. It makes a well shaped stalk with numerous limbs on which the bolls are well distributed. It has made a fine crop each of the three years we have grown it, showing very little tendency to shed during the long, hot, dry seasons it has gone through. However, this is largely due to the fact that all the land on which it has been grown has been deeply prepared and cultivated shallow. It has proven most valuable this year on account of the ease with which it is picked. Hands could pick more and were sometimes willing to pick for less money than to pick small boll varieties. The cotton picking record for 1911 was made in a field of this variety grown from our seed. In selecting our pedigree planting stock, the selection is made from individual stalks which are tested for their rate of yield per acre, and unless they make a yield of at least 1.575 pounds lint per acre, or about 3 1/4 bales the seed is not used. Everything that comes up to that standard is used to grow seed for the next year's general crops, which have not fallen below an average of 590 pounds lint per acre in the three years. By this improved method of selecting only a part of the seed from high yielding stalks on four of our seed farms where this seed is grown or on a total of 396 acres, the low yielding stalks are almost eliminated from the general or main crop. One of our renters this year followed his oats with this cotton, using only 200 pounds high grade fertilizer per acre and averaged 435 pounds lint per acre on 15 acres. WE KNOW that you will like this selection better than any big boll cotton you have ever planted, or is now offered by any one.

We haven't been able to decide just what name to give this cotton to distinguish it from any other selection and have decided to offer our customers and friends a prize of \$25.00 for the best name submitted by any one who grows it in 1912. After growing a crop of it you can better appreciate its great value and will be able to think of a good name.

PRICE — Pound, postpaid, 40 cents; 3 pounds, \$1.00. Not prepaid, peck, 75 cents; bushel, \$2.00; 10 bushels, \$17.50; 100 bushels, \$150.00.

A Few of the Many Good Reports on Alexander's Seed

Hart County, Ga.—Dear Sirs: After buying seed from most of the leading seed houses in the South, I feel it my duty to write you that I have never been able to buy seed from any other house that comes up to yours in purity and quality, and as long as you send out seed such as you have in the past I will hardly experiment any more with low priced seed.—G. B. Herring.

Jacksonville, Duval Co., Fla., Aug 23, '09.—The package of seed arrived in beautiful order in time for me to take up to farm Saturday.—Geo. M. Washington.

"The Mounds," Sharkey Co., Miss.—Gentlemen: I secured your catalog from Mr. R. E. Stratton, my former manager, a most successful gardener, and he attributes his success to the excellent quality of your seed. Therefore I inclose \$11.25 for this list of seed and desire it sent by express. Yours truly, D. L. Moore.

Choctaw Co., Ala.—Gentlemen: Please send me a catalog of your celebrated garden and watermelon seed. I have planted your seed in the past and they have given perfect satisfaction. Yours truly, M. C. Burnett.

Oktoberbeha Co., Miss.—Gentlemen: Send me your latest price list. I have been planting your seed for several years and like them. Have a business here and don't want to sell the commission seeds. Yours truly, A. A. Montgomery

**Special
Selection**

**"Money Maker"
Cotton Seed**



**Satisfaction
Guaranteed**

**Satisfaction
Guaranteed**

**TRIPLE SELECTED PEDIGREE PLANTING STOCK PERSONALLY GROWN, SELECTED AND GINNED
BY THE PROPAGATOR.**

This seed is put in strong bags, tied and sealed to insure your getting just what is shipped to you, the **Genuine Triple Selected Pedigree** stock. No bag should be accepted from the transportation company if seal is broken. The **ALEXANDER SEED CO.** is the only firm or person having the right to use this seal and brand. This extraordinary selection is the finest planting stock ever offered. It is selected and handled with the most unusual care and is taken from pedigree plants of the most perfect type and greatest prolificness, only a small percentage of the bolls being selected from these perfect plants. This seed has been bred up to the highest standard of perfection and is the stock planted to grow the crops of **Money Maker** seed sold at \$2.00 a bushel. This is the first time that we have had any of this pedigree stock to offer, though we have had a great many requests for it. One of our customers who had planted the regular \$2.00 stock of **Money Maker** offered us \$8.00 a bushel for some of this stock four years ago, but needing it all to plant to grow more seed to sell, we could not afford then to sell it at any price. Price: Pound, \$1.00; 3 pounds, \$2.25; postpaid. Not prepaid, peck \$2.00; 1/2 bushel, \$3.50; bushel, \$6.00.

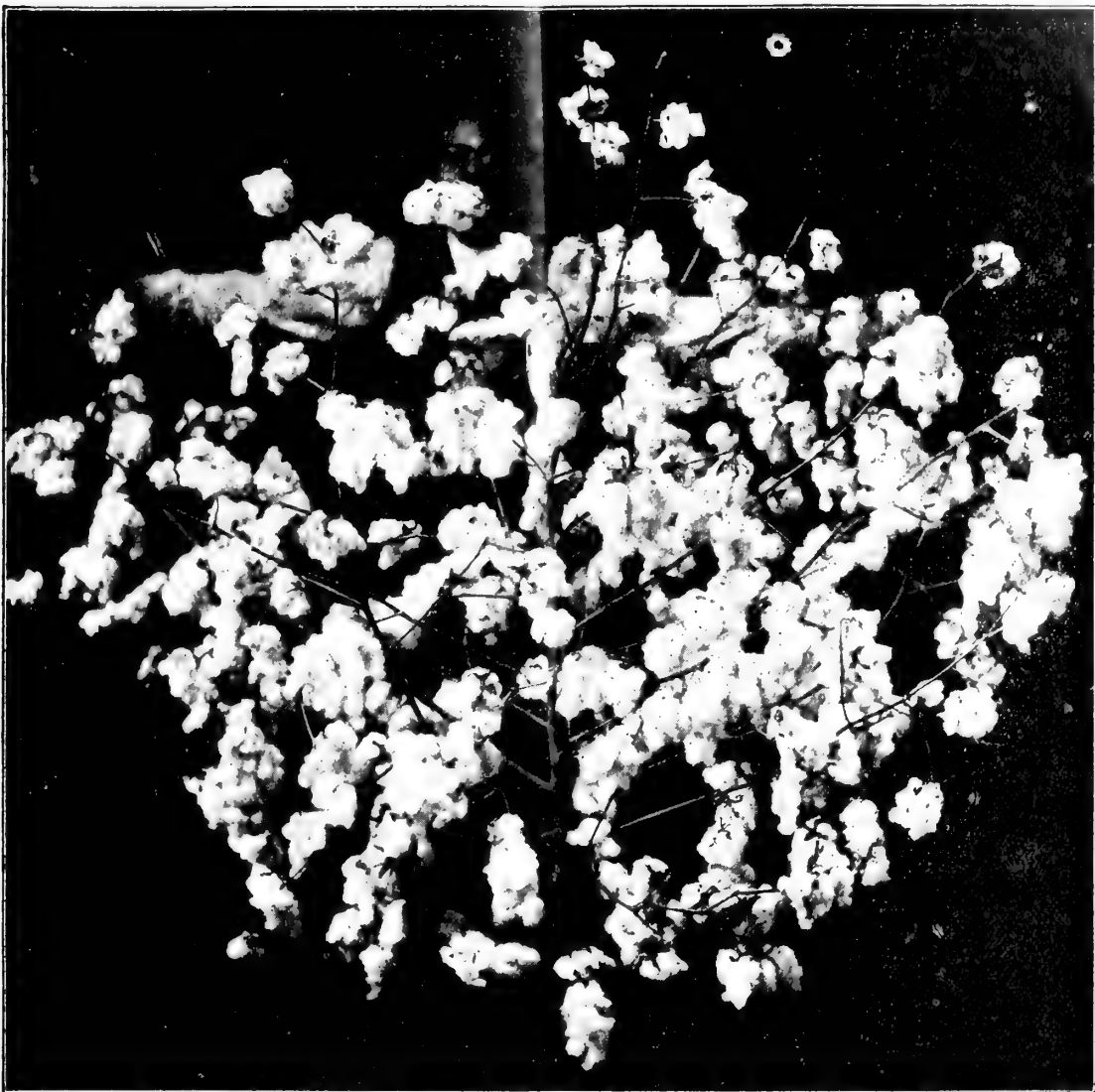
\$8.00 a Bushel Offered for This Stock in 1907

One of our old customers down in Crisp County, Georgia, Mr. A. C. Frasuer, after planting our \$2.00 stock of **Money Maker** in 1906 and 1907 with the most satisfactory results, wrote as follows in August, 1907: "I am determined to keep it pure and up to the high selection to which you have brought it. I want 3 bushels of **MONEY MAKER** especially selected from your own re-selected and improved seed stock; will pay \$8.00 per bushel for the extra selected seed." We were compelled to refuse this offer as we could not spare even three bushels, knowing that every seed of this stock would be needed for planting in 1908 to give us a larger supply of seed to sell in 1909. This three bushels would produce at least 300 bushels of first grade planting stock for 1909, which we knew we could sell for \$2.00 a bushel, or \$720.00 and as we had to refund money every year and refuse to quote late in the season, we could not afford to part with even that small a quantity.

Owing to the limited supply we do not expect to have enough seed to fill late orders, and in case we are sold out please mention on your order if you will want the amount of your remittance sent in the \$2.00 stock of **Money Maker**, which is seed that has been selected from the finest of crops, or shall we refund the money. We recommend this seed especially to those who want to make a record yield on a small acreage, or want to start an extra fine breeding patch.

Plant an acre with this special selection of **Money Maker** cotton seed. Your **Money Back** if it does not beat any other cotton under the same conditions. See picture of three bale per acre stock on opposite page, and look on page 7 for reports from successful planters who have planted it.

SEE PAGE 11 A package 50 per cent lint Cotton Seed Free



Alexander's Money Maker Cotton

A Cotton Record Eighteen years ago one of the most successful cotton growers of the South started to "breed up" his cotton to an ideal standard. He worked for a large, well-limbed stalk, shorter joints, three times as many bolls and large ones, together with longer and finer lint. He worked to produce a deep-rooted cotton to resist drought and storms and rust. The result of that 18 years is our "Money Maker Cotton" shown above, reproduced from a photograph of a stalk from our crop. It tells the story of what "Money Maker" does far better than words can. We have tested it for the past nine years in every condition of soil and climate in the cotton region. Under the same conditions of cultivation it has always shown the heaviest yields and in 1905 it was 14 per cent. ahead of the next best variety. Our crop that year was 200 acres. Land was good, and with good fertilization and culture the average yield was 2½ bales per acre, even with such a poor cotton-growing year as was 1905 in our section. No other variety has been so carefully bred and selected as "Money Maker." You can grow as much lint from 5 acres of this as you can from 20 acres of common seed. Get a start now. It's the surest cropper.

You Can Make More Cotton on 12 Acres Than on 40 Acres

Some varieties of cotton make a fine record one season when everything is favorable and then fail badly the next. We want to give a Georgia farmer's 3 years' experience with "Money Maker." A 3-year test will tell what any cotton is good for.

Mr. A. C. Frasuer, of Crisp County, Georgia, bought enough "Money Maker" seed of us to plant 12 acres. He wrote us October 6th, "I have made more cotton this year on 12 acres than the majority of farmers have on 40. Will get 14 bales on 12 acres." Later he writes: "The number of pounds of seed cotton in my first 6 bales was 8,560, and the net weight of lint 3,330 pounds, making practically 40½ lint when the seed was much greener than later in season."

January 13th, 1910, Mr. Frasuer sent us the following order: "Ship to me 103 bushels 'Money Maker' cotton seed at \$1.50 f. o. b. Augusta and make draft for \$154.50." Mr. Frasuer has planted and had a favorable report to make about "Money Maker" every year since we first offered it. On the following pages you will find reports of other customers who have planted from a pound to 1,000 bushels. All tell the same story of getting good seed and best results. See what they have to say. They show that quality of the seed you plant should be the first consideration. One acre planted in "Money Maker" will make more profit than two or three planted in ordinary seed. This seed is valuable, and to insure you against loss or robbery we are this year sealing every bag. None genuine unless sealed with lead seal on which is printed ALEXANDER'S "MMC."

PRICES Pound, postpaid, 40 cents; 3 pounds \$1.00. Not prepaid, peck, 75 cents; bushel, \$2.00; 10 bushels, \$17.50; 100 bushels, \$150.00.

FACTS

After being on trial for six years since 1906, when we first offered it in our catalog, "Money Maker" is found guilty of being a money maker for our customers, in fact, as well as in name. It has proven to be everything claimed for it when first OFFERED.

THE JURY

Cotton planters in every section of the South, most of whom have planted our seeds for years (many for over thirty years), have planted it on every kind of soil; have had all kinds of seasons—some bought only a pound, or a bushel; others quantities up to as many as 1,000 bushels—no matter how much was planted, or what soil or season, or what State, they all agree.

THE VERDICT

All successful planters find it is that it is EARLY in setting; its crop thus GETTING AHEAD OF THE BOLL WEEVIL and making a good crop in the Northern part of the cotton belt; that it yields the LARGEST PER CENT. of LINT and the BEST GRADE of lint; that it is EXTRA PROLIFIC, a HEAVY YIELDER, holds up its crop and it is EASY to pick; and the most important of all, makes more clear profit per acre than any other variety. This jury of experienced cotton growers have planted Cook's Early Improved, Early Triumph, Extra Early King, Toole Prolific, Mortgage Lifter, all of which we sell and have the very best selected seed that can be grown; other varieties they have also planted, yet Alexander's "Money Maker" proves in every test to be the best.

YOU ARE THE JUDGE

Look over the evidence, and if you want to make the most money out of your cotton crop this year, you will plant "Money Maker."

WHY

Is "Money Maker" the best of its type? Because it has taken years of patient, careful, scientific selection and breeding to bring it to its present state of perfection. To keep up and improve on this high standard it is necessary to select for three years the stock seed used for growing the seed we sell. This is what we call our "Triple Selected Stock Seed." Our growers say that it would pay them to plant this "Triple Selected Stock Seed" even if they were growing cotton only for the seed to be sold to the oil mills. They are furnished with and plant only this special stock, all of which must be ginned on private gins, as we cannot afford to risk seed from public gins. The Alexander Seed Company has been supplying many of the best Southern planters for a long time (over 38 years) with "the best seed that grows—selected for the South." Quality has always been our first consideration; our reputation and future business depends on the seed we sell. We could easily sell ten times as much cotton seed every year as we will sell, but the supply of best quality seed is always limited and it does not PAY IN THE END TO SELL THE COMMON STUFF ANY MORE THAN IT PAYS YOU TO PLANT IT.

Our customers are particular about the seeds they plant.
We are particular about the seeds we sell.

SOME OF THE EVIDENCE

Turned Out 44 Per Cent. Lint and Over Two Bales Per Acre.

NORTH CAROLINA—Union County—"I want prices on 10 to 12 bushels Irish potatoes, 1 pound onion seed and a peck of six-ear corn. I can recommend your MONEY MAKER COTTON. I made 2,500 pounds of seed cotton and got 1,100 pounds of lint (41 per cent.). S. M. CARTER."

After Seeing it Make Cotton, Had Wished a Thousand Times Had Bought More Seed.

Another ARKANSAS customer writes: "I purchased three pounds of seed to test and am so well pleased with MONEY MAKER that I have wished a thousand times that I had bought five bushels, as this would have given me enough seed from this year's crop to plant my entire crop in 1909." Results proved to him that MONEY MAKER pays best.

Over 44 Pounds Lint Per 100 Pounds Seed Cotton

ARKANSAS—Johnson County, December 7, 1908—"Gentlemen: From the three pounds of MONEY MAKER seed bought, I made 520 pounds seed cotton; 388 pounds selected for planting seed have been ginned, from which I got 216 pounds seed and 172 pounds lint. It is a GOOD cotton. Yours truly, J. A. B."

A Great Dry Weather Cotton.

Astonishing Yield in Spite of Drouth.

ALABAMA—Franklin County, December 3rd—Gentlemen: "I must say I am delighted with the MONEY MAKER cotton; the yield was astonishing considering the drouth we had here. The lint is the longest and the best that I ever saw for short staple. Yours truly, J. N. C."

NORTH CAROLINA—Robeson County, Nov. 1, 1911—"Please send me your price on TRIPLE SELECTED MONEY MAKER cotton seed. I have been planting MONEY MAKER for four years and it has turned out fine each year, but my seed is mixed and I want some more pure seed as I think it the BEST COTTON I ever saw. I have tried it beside many different varieties and it always makes the most and best. Send me your latest prices. Very truly, F. W. HUGGINS."

Classes as Short Staple, But Worth 2c More Per Pound Than Ordinary.

TEXAS—Kaufman County, Nov. 7th—Dear Sirs: "I planted three pounds of MONEY MAKER Cotton seed, and will make about 600 pounds seed cotton. I ginned 300 pounds of it yesterday and the cotton buyers told me if I had a bale of it they WOULD GIVE ME 2 CENTS PER POUND MORE FOR IT THAN OTHER COTTON. I COUNTED 188 BOLLS ON ONE STALK; that is the most I have ever seen. I am well pleased with it. Yours truly, M. H."

Planted June 3rd Made Fine Cotton in Spite of Boll Weevil.

TEXAS—Van Zant County, Oct. 15, 1908—"Gentlemen: Your MONEY MAKER Cotton is O. K. PLANTED NINE JUNE 3RD AND IN SPITE OF THE BOLL WEEVIL IT HAS MADE FINE COTTON. I planted the Big Boll Robinson cotton same day side by side on the same kind of land, and with the same cultivation my MONEY MAKER will make twice as much. It is the cotton for us. I am going to put my whole crop in it. W. H. W."

22 Acres Rented Land Make Bale Per Acre in Louisiana in Spite of the Boll Weevil.

A customer at Boyce, La., wrote us last spring: "Please send us price on MONEY MAKER, 50 to 100 bushels. The half bushel we got of you last year was planted on a half acre; the boll weevil was in it from June to end of season, yet we managed to make a good bale."

TENNESSEE—Tipton County, Oct., 1911—"I am certainly pleased with your MONEY MAKER and 90 DAY varieties of cotton. I have never planted any cotton that I have liked so well. They suit Tennessee better than any varieties I know of, and grow just like the pictures you show of them. "Very truly, L. W. MASON."

If you are particular about the seed you plant, you will plant Alexander's.

SEE PAGE 11—A package 50 per cent lint Cotton Seed Free

Reports on "MONEY MAKER" Cotton

It Can Well Be Called the "SURE CROP" Cotton Also

Though it is not the same cotton as one offered under that name, but is beyond doubt far superior in every point. Wet or dry, hot or cold, short season or long season, poor land or rich land, wilt disease or no wilt disease, from the Gulf to Virginia, everywhere it has been planted it has produced satisfactory crops. Better crops than any other variety under the same conditions, and it will turn out more bales of cotton on a one year's trial or a five years' trial than any selection ever offered. Whether you buy one pound or 1,000 bushels you will get the same carefully selected seed of the thoroughbred stock. All of the above facts have been proven by the hundreds of reports made by those who have planted it one or more years.

T. B. Gilbert & Co. bought several 25-bushel lots of select cotton seed from us in 1907, among them King, Toole, and others. They gave them all a careful test under direction of the U. S. Department of Agriculture to determine which would be most profitable under boll weevil conditions. After a thorough test of the varieties purchased of us and from others, Money Maker proved to be decidedly superior to all, and they asked for price on carload in October, 1908. We made them a special low price of \$1.15 per bushel delivered or \$1.01 f.o.b. Augusta for immediate delivery. The order for car was placed by return mail. At same time best seed of other varieties they had tested had been offered at 65¢ to 75¢ a bushel, but price does not count with a man who knows the value of quality. This is the only car we have ever offered or sold at less than \$1.25 per bushel f.o.b. Augusta, this being made only for immediate cash acceptance.

Having absolute confidence in all of our seeds we never hesitate to inquire concerning results. We wrote as follows Nov. 4th, 1909.

OUR LETTER AND THEIR REPLY.

T. B. Gilbert & Co., Franklin County, La., Gentlemen:—Last December we shipped you a car of our Money Maker cotton seed. The crop, we understand, has not been good in Louisiana this season. However, we feel confident that results from the seed we sent you have been as satisfactory as you could expect under the conditions prevailing. We will appreciate a report from you on results. We are anxious to have all of our seed give the most satisfactory results, and like to keep in touch with our customers to know how crops have turned out. We look for good planting seed to be out of sight next spring, as most of the seed in Georgia and Carolina, not fit for seed is being poured into the oil mills, which are paying prices unheard of before. We await your early reply and beg to remain,

Very truly yours,

ALEXANDER SEED CO.

Franklin County, La., Nov. 11, 1909.—Dear Sirs: Your favor of the 4th inst. to hand. The car of Money Maker seed bought from you about one year ago has given better results than any cotton we have ever planted. We gathered on some of this cotton this season more than 500 pounds lint to the acre under boll weevil conditions, and the average has been more than $\frac{1}{2}$ bale where well worked. Yours truly,

T. B. GILBERT & Co.

The Latest Report

Franklin County, La., Dec. 12, 1910.—Dear Sirs: Please quote us on a minimum car Money Maker cotton seed delivered here, stating number of bushels in car. We have planted the Money Maker this year and made 771 bales of 500 pounds each on 1,000 acres.

Yours truly,

T. B. GILBERT & Co.

It is needless for us to say anything about such a record of profitable results. Do you know of anything better?

TESTIMONIALS

We have many more reports such as these, but lack space to print all.

A FINE SOUTH GEORGIA COTTON

Last October (1911) Mr. J. B. Wills, one of our many successful South Georgia customers from Berrian County called on us and among the many good things he had to report about results from ALEXANDER'S SEED was the result obtained from a bushel of our SPECIAL SELECTION of Money Maker cotton seed. Mr. Wills quit the saw mill business seven years ago and began farming, and for the past six years has planted Money Maker. He said: "I first bought ten bushels and now buy one bushel of new stock each year for a fresh pure start in my seed patch to grow seed for my next year's crop. I have made a fine crop every year with Money Maker and comparing it with other varieties planted in my section I consider it the best and way ahead of anything else. I have made a profit on my cotton every year. While other varieties have made a good crop some years they have never made more than Money Maker and all conditions have to be favorable for them to make a full crop while Money Maker seems to be able to withstand almost all kinds of conditions or changes and make a good crop, it makes from the ground up and keeps right on making its crop until the very last chance. I planted the one bushel of Special Select that I bought of you in March, on $\frac{1}{2}$ acres and have now picked out five bales weighing 515, 500, 529, 544, 515 pounds each. Used 4 sacks 9-2-3 mixture, 1 sack Nitrate of Soda, 1 sack Murate Potash, three tons black stable manure on the $\frac{1}{2}$ acres. The land is grey pebble soil, clay foundation. I believe in good seed and getting fresh stock every year. HAVE FOUND NONE BETTER THAN ALEXANDER'S."

Westminster, Oconee County, S. C., Dec. 12, 1910.—For the past four years I have been experimenting with different varieties of cotton, having tried about twenty of the leading sorts and I find your "Money Maker" to be far ahead of any I have ever planted. My crop this year has averaged 41 per cent. lint after being almost ruined with grass during the wet early summer. It will stand the longest and then put on a crop of bolls the quickest of any variety I ever saw. Would like to have your new catalogue as soon as possible. J. Wade Dickson, Route 1.

West Point, Clay County, Miss., Oct. 28, 1909.—I planted this year $\frac{5}{8}$ acres of "Money Maker" and it has turned out fine for this year, which has been a poor crop year. I want your price on 250 bushels corn and 100 bushels oats.—Pinkney Mathews, R. F. D. 8, Box 47.

Monticello, Jefferson County, Fla., Dec. 4, 1910.—From the one bushel of seed "Money Maker" planted on a little less than one and a half acres and fertilized with 200 pounds of cotton special fertilizer. I gained a 636-pound bale of beautiful lint, for which I got the top market price.—F. E. Brown.

Orangeburg, Orangeburg County, S. C., Dec. 7, 1910.—As to my opinion of "Money Maker" cotton, I consider it the best that I have ever planted. It makes for me one 500-pound bale per acre. I have planted the same land for 15 or 20 years and have never done as well. One of my sons planted three acres, from which he will make four to five bales. Dr. Riley, who lives about 12 miles from the courthouse, I noticed by the News and Courier, makes 17 bales from 13 acres. I consider the seed the best now in use; and if I did not have the seed I would pay \$5.00 per bushel before planting any other.—T. A. Jefford.

"Some interesting Clipping."

A Good Yield of Cotton:

Mr. Leonard Davis a farmer residing in the Pine Grove community, six miles from Purvis, planted two pounds of cotton seeds last spring, on one and three-fourth acres of pine land, the seeds being dropped, one in a place, two and one-half feet apart, on which he put a spoon-full of commercial fertilizer to each "hill" of cotton. From his was gathered 2,667 pounds of seed cotton, this was ginned and put up into two bales the two weighing 1,055 pounds, the cotton was sold here this week at 14¢ per pound which amounted to \$147.70.

This cotton seed was bought from the Alexander Seed Company at Augusta Ga. the price paid was 40¢ per pound; the cotton is what is known as Alexander's Money Maker."

From the "Lamar County Record" Bureau Miss. 11/4/09

Money Maker Cotton

This popular concern has always made a specialty of the careful selection of seed which now cuts a great figure in intensive farming. One gratifying evidence of this is that they have taken the blue ribbon for the best 10 stalks of cotton on exhibition. This is considered a great triumph for the Alexander Seed Co. from the fact that Augusta is the place where the sharpest competition exists in choice varieties of types of cotton and the greatest care is taken in its culture. This cotton seed is sold at \$2.00 per bushel. It is carefully put up in neatly made and branded bags, every package well sealed, and guaranteed to contain pure seed.

The Wonderful Show Case
In this day of extraordinary late

From "Augusta Herald" Nov. 12/10 of Reporting our seeds winning exhibit at the Carolina Fair

Buying Cotton Seed.

Seed of cotton as well as all other crops should be purchased only from the most reliable sources, for frequently seeds advertised in extravagant superlatives are inferior. Says a bulletin by the North Carolina Station: "It is not always the cheapest seed that is secured for the smallest outlay, nor on the other hand, is all expensive seed of superior quality; so the only safe plan to follow is to buy from the most reliable sources. It might be said, however, that if seeds are properly selected they will have to bring a good price to compensate the seedman or grower for his extra care and expense. The seed should possess strong vitality, for seed of low vitality produce a poor stand of stunted plants that do not produce as large yields as good seed when grown under identical conditions of soil, fertilization and cultivation. It will be remembered, however, that stunted cotton will give larger proportional yields than will corn. It is common to see cotton only a few inches high bearing one, two or more small bolls per stalk, while corn that only reaches three or four or five feet high will frequently produce not much more than a spindling stalk, small shuck and cob."

From "Inland Farmer" Louisville Ky.

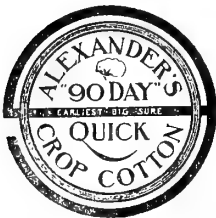
Alexander's "90--Day" the QUICK CROP Cotton.

In it are combined the most profitable qualities for making the largest profit from a late planted crop following grain, early vegetable or a winter hay crop to be cut in April and May, or to make the best paying crop in the northern cotton growing region and the boll weevil sections of Texas, Louisiana and Mississippi. It has always been our ambition to offer a variety of cotton that would make a big profitable crop in the shortest time. We have studied this problem for years, carefully testing, experimenting, patiently selecting, planting and waiting for results.

NOW after years of the most scientific selection we have at last succeeded by combining in this cotton, among its many good qualities, two of the most valuable and so much desired by every up-to-date planter who wants to get quickest and most profitable returns from his soil.

THESE TWO most desirable qualities so well combined in this new selection are "QUICKEST CROP," and a "BIG CROP" of high-grade staple. We think "90-DAY" the right name for it, because its EXTRA EARLINESS is its most desirable quality for many planters.

OPENS UP GOOD, EASY TO PICK, DOES NOT FALL OR BLOW OUT LIKE OTHERS



ALEXANDER'S
NEW EXTRA EARLY COTTON
"90 DAY" THE EARLIEST COTTON OF ALL
THE BEST EARLY COTTON.

THE MOST PROLIFIC EXTRA EARLY COTTON EVER OFFERED

ALEXANDER'S "90-DAY"

The Quick Crop Cotton



"90-Day" and "Money Maker" are the Only Varieties We Consider Safe and Can Recommend for Planting Early to Beat the Boll Weevil

The Only Cotton to Plant Late After Grain and Vegetable Crops

There is no variety of EXTRA EARLY cotton that will make such a GREAT BIG PROFITABLE CROP in such a short TIME.

"TIME IS MONEY" and every up-to-date successful farmer, merchant, doctor or lawyer knows the value of time. It is the only thing we all own in equal amounts, and is something which all squander more or less.

Those who use this valuable asset—TIME—to the best advantage, produce the greatest results in the time they own and are the most-successful.

The more crops you can get off of your land every year as a rule means more profit and it has always been our aim to develop and offer to our customers varieties that will produce the biggest possible crops in the least time.

It is absolutely necessary to have quickly maturing crops in order to keep up with the times as nearly everything is now done faster than years ago.

Where weeks and months used to be required to transport goods, to travel or to send messages, the same is now accomplished in a few minutes or a few days. Horses have been bred to run faster. Hogs have been bred to grow faster. Many crops are now made at a saving of several days or weeks. We have never been satisfied with the time required to make a good big profitable crop of cotton and it has been our aim and ambition for years to offer to our customers an EARLIER VARIETY of cotton than has ever been offered. We have studied this problem for years, carefully testing and experimenting, patiently selecting, planting and waiting for results. We have tried everything and anything which gave promise of producing near the desired results. We wanted to combine in this cotton as many paying qualities as possible. Ten years ago we discovered in our experiments a type that suited better than any yet found, and now after ten years of scientific breeding and careful selection, getting each year nearer to our ideal, we are pleased to offer it as being the best, most prolific, thoroughbred type of EXTRA EARLY COTTON ever offered.

We intended to offer this "90-Day" Cotton two years ago, but owing to the limited supply, which we could not then have afforded to sell at less than 8 to 10 dollars a bushel, we decided to make two more crops in order to have a larger supply of first-class seed to offer and not be compelled to refund so much money as the first year we offered our great "MONEY MAKER" cotton. We now have a good supply of the very finest seed ready to fill your order promptly.

Our stock of this seed was quickly taken last year and many customers have written us that the results have been more than satisfactory, both in regard to yield and quality of staple, and it has proven in every way to be the best of its type. The following is the report from one customer who has given it a thorough trial. We have a large and fine stock of seed on which we are now pleased to make a lower price.

November 14th, 1911. "Your "90-Day" Cotton is without doubt the BEST extra early cotton I have ever planted. Planted it late after oats; on account of lack of labor and bad weather have been unable to get it picked as it opened and though it opens up good and is easy to pick. It does not fall or blow out like others. Am greatly pleased with it.

Very truly yours,

G. S. LARKIN.



All seed put up in special branded heavy burlap sacks and sealed to insure your getting all of the seed shipped and only the GENUINE article. Price, postpaid, pound, 50 cents; 3 pounds, \$1.00. Express or freight, ½ peck, 50 cents; 1 peck, 75 cents; ½ bushel, \$1.75; 1 bushel, \$2.00; 5 bushels, at \$1.75; 10 bushels, at \$1.75.

CAN BE PLANTED LATER AND PICKED EARLIER THAN ANY OTHER VARIETY

SEE PAGE 11—Package 50 per cent. lint Cotton Seed Free

Thoroughbred Pure Stock of Genuine Upland Long Staple Cotton Seed

There is a rapidly increasing demand for good grades of Upland Long Staple Cotton, last year the lint brought two to three times as much as the short staple varieties, the price depending on the length and grade of the staple. South Carolina mills use a larger percentage of the $1\frac{1}{4}$ to $1\frac{1}{2}$ inch staple and have paid 18 cents a pound for it. The $1\frac{1}{4}$ inch staple will bring 25 cents a pound and extra fine grades have brought 32 cents. The varieties are becoming more and more valuable every year and turning out practically the same yields per acre as the common short staple under the same conditions. Those who planted selected or thoroughbred seed of the Upland Long Staple varieties in 1911 did not feel the effect of the low price of cotton on that part of their crop. The long staple having made as large a yield per acre and bringing several cents more per pound than short staple at its highest price in the past two years. Plant several acres in this kind of cotton this year and be sure of a good price for your cotton crop in 1912. We will give you special information about selling it to the best advantage if. To all who desire it.

Alexander's Improved Early Prolific Upland Long Staple Cotton the Best of its Class 1 1-2 Inch

Every cotton grower should plant part of his crop in this variety. We do not advise planting an entire crop in it at present, but from one to ten acres according to the size of the entire crop. Upland-Long-Staple brings anywhere from $1\frac{1}{2}$ cents to 20 cents more per pound than the ordinary sort. We know of a number of planters who have made more money per acre than with the ordinary staple; they, however, have planted this variety.

To get the highest price, the most carefully selected seed must be planted to produce the $1\frac{1}{4}$ inch staple and over, strongest, best quality lint. This new selection of this class of cotton, is the best in every particular. It opens early, makes its crop quick, has large, round bolls easy to pick, very prolific, long, strong staple, very even in length, always brings the highest market price. It is a strong growing, healthy, well-bred variety, a very sure cropper, holding up exceptionally well under unfavorable conditions. Over two bales per acre have been made with it, and at no greater expense than the best short staple. One sale of lint was made for 35 cents per pound, which proves its extra fine quality. A customer in upper Carolina writes of his experience with it as follows:

"My experience shows it to be as early as the KING variety, which I have been planting in the past. It is more prolific than the King; does not fall out so badly; it is perfect as a drought and storm resister. This year I have 30 acres planted on land that I first planted in King four years ago. With this I have made 50 per cent. more lint than King; it will bring 50 per cent. more money; several acres have yielded me 2,000 pounds seed cotton per acre; have also planted Florodora and other long staple varieties, but this is much more prolific and earlier; grades higher and brings a better price. I have had no trouble to sell my seed to neighbors at a dollar and more per bushel."

A prominent cotton manufacturer wrote us on Sept. 5th, 1910. "The sample you send (Alexander's Improved Upland Long Staple) represents a cotton which on today's market should sell about 27 to 28 cents, possibly 30 cents." (Staple $1\frac{1}{4}$ inch.)

On account of the Boll Weevil in Mississippi, the planters are not planting so much of this cotton and the price on this account must go higher. Florida growers would do well to take up the growth of this staple.

Price, pound, postpaid, 50c.; 3 pounds, \$1.25. Not prepaid, $\frac{1}{4}$ bu., 90c.; 1 bu., \$3.00; 10 bu., at \$2.75.

Carolina Upland Long Staple Cotton Seed—1 1-8 to 1 1-4 Inch Staple

This is a $1\frac{1}{4}$ to $1\frac{1}{2}$ inch staple of the very best quality. The stock which we offer has been very carefully selected from several fine crops and is straight improved seed and not a mixture of short and long staple as is the condition of a very large percent. of upland staple seed on the market. The staple ginned from this seed brought the best market price last fall and being thoroughbred stock carefully ginned it will continue to bring the top of the market. One grower wrote us as follows:

"I sold my first cotton at 17 $\frac{1}{2}$ cents when 10 cents was top of the market for good middling. I sold five days ago at 16 $\frac{1}{2}$ when the other was less than 9. Have made $1\frac{1}{2}$ bales per acre on some land with about 500 pounds good guano per acre, and 450 pounds lint net from 1,400 pounds seed cotton, ginned slowly on a saw gin."

It is a strong vigorous grower free from disease and will prove to be a good money making safe crop for you to plant this year.

Price, lb., postpaid, 40c.; 3 lbs., \$1.00. Peck, not prepaid, 75c.; 1 bu., \$2.00; 5 to 10 bu., at \$1.75.

The South Carolina Mills buy this cotton and we will give you special information about selling it to the best advantage if desired.

Columbia or Hartsville Long staple $1\frac{1}{4}$ inch special selection. Pound, postpaid, 40 cents; 3 pounds, \$1.00; $\frac{1}{4}$ bushel, 75 cents; 1 bushel, \$2.00; 10 bushels at \$1.75.

Allen's Long Staple $1\frac{1}{4}$ to $1\frac{1}{2}$ inch staple. Pound, postpaid, 40 cents; 3 pounds, \$1.00; $\frac{1}{4}$ bushel, 75 cents; 1 bushel, \$2.00, 10 bushels at \$1.75.

Florodora Long Staple Pound, postpaid, 40 cents; 3 pounds, \$1.00; $\frac{1}{4}$ bushel, 75 cents; 1 bushel, \$2.00; 10 bushels, at \$1.75.

Sunflower Pound, postpaid, 40 cents; 3 pounds, \$1.00; $\frac{1}{4}$ bushel, 75 cents; 1 bushel, \$2.00; 10 bushels, at \$1.75.

Pike county, Georgia, Dec. 12, 1908—Gentlemen: "Last spring I bought one bushel of your "Early Prolific Long Staple Cotton" for \$3.00. I planted a patch of about one acre, fertilized with about eight loads cow-barn manure, put in drill with 100 pounds each acid phosphate and complete fertilizer of 10-3-3—mixed the fertilizer with manure on wagon as I hauled it. Planted 18th of May and picked 1,505 pounds seed cotton. It has WON the "BLUE RIBBON" on price this year. Gordon & Co., Savannah, sold it for me at 11 $\frac{1}{2}$ cents, the top price at the time for upland long staple, and netted me 2 cents more per pound than I could have gotten for short staple, which was 9 cents. It was ginned in a regular short staple gin. Hands were just as willing to pick it as short staple at the same price per hundred.

J. D. WOODALL, SR."

I decided to send you this order for potato plants because I know you keep the best stock of all kinds.

M. T. BEASLEY.

CHARLESTON COUNTY, S. C., June 1, 1911.

I wish to thank you for the information furnished me, and beg to say that I will take pleasure in favoring you with any order I may have for goods in your line.

H. T. FOSTER.

MARLBORO COUNTY, S. C., April 21, 1911.

The seed were received today in good shape, and I anticipate the usual good results obtained from Alexander's seeds.

J. F. MCKINNON.

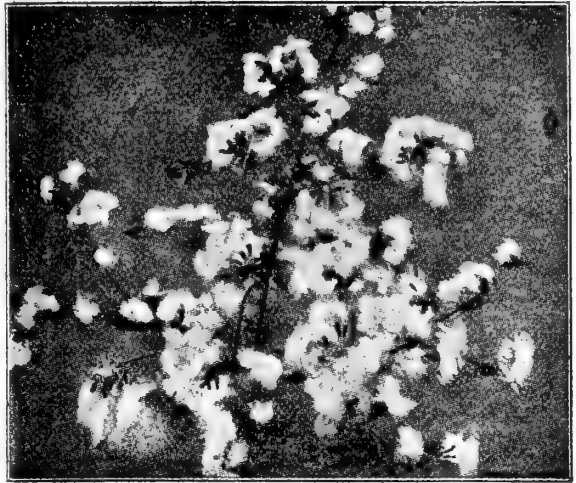
Alexander's Cotton Seed Is Ginned on Private Gins

Alexander's Improved Toole Prolific Cotton Seed the Best

Free with every order for cotton seed a package of one of the best selections of cotton ever made. Claimed to yield 50 per cent. lint. Before offering it for sale we want our customers to test it at our expense and will give free with every order for cotton seed a package of this valuable new selection. We also offer \$5.00 for best picture of a single stalk, or entire crop grown from the seed, and another \$5.00 for best or most complete report on results. It's a fine cotton. Try it.

This well known and popular variety was first offered or introduced by the Alexander Seed Co., the seed having been supplied by the originator. We have always supplied the best selected stock to be obtained in this section. The crops grown from our triple selected stock seed, and from which this seed is saved, have excelled all others in yield, quality of staple and earliness. This is due entirely to the fact that this triple selected stock seed is the most carefully bred and selected seed of this variety used for planting anywhere.

This is splendid short staple cotton with many valuable points. It is a strong grower, matures quick, fruits until late in the season, has medium to large bolls, stalks of medium size. It roots deeply, resisting drought. It is wonderfully prolific, and runs out 40 to 45 per cent. lint of fine quality. Is easily picked, yet does not blow or fall out easily. It is the best poor land cotton. On good land, with good fertilizing, it easily makes two bales per acre. Hundreds of our customers who planted small quantities of it in past years are now planting their entire crop in it. Prices—Per pound, postpaid, 35 cents; 3 pounds, \$1.00. Peck, not prepaid, 60 cents; bushel, \$1.50; 5-bushel lot at \$1.25; 10 bushel lots or over, \$1.00 per bushel.



Toole Improved Prolific Cotton

Triple Selected Toole's We will have bushels of this special pedigree planting stock to spare after reserving enough for 1912 crops. This is perfection in Toole seed. It is the best stock of Toole seed offered anywhere by anybody. The demand for it is larger every year than we can supply. Mears & Sanders, merchants and planters on the Savannah river, planted this seed last year and placed an order for 5 bushels Dec. 15th for their special seed patch this year. Mr. Sanders said it was cheap at the price. Pound, postpaid, 50 cents; ¼ bushel, \$1.00; bushel, \$3.00.

Mortgage-Lifter (Big Boll) The best variety of Improved Big Boll Cotton. Produces larger bolls and more of them than any other big-bolled cotton. Reports of 2 to 3 bales per acre of Mortgage-Lifter have been common from all the cotton-growing States the past three years. It gains in popularity every year. If you plant a big boll variety you will make no mistake planting this one. It's a vigorous grower, finely shaped and fairly covered with the biggest of bolls. Resists drought splendidly. Pound, postpaid, 35 cents; 3 pounds, \$1.00. Peck, not prepaid, 60 cents; bushel, \$1.50; 10-bushel lots at \$1.25 per bushel.

King's Improved Extra Early Our extra early perfected strain of King's Cotton is far superior to the original strain. Stalks small, erect, and do not blow over easily. Bolls are small but plants are covered with them. Makes about 35 per cent. lint. Ours is the earliest strain of King's and is grown for us in extreme North Georgia. It is the best seed of King Cotton you can buy. Pound, 20 cents; 3 pound, 50 cents; postpaid. Not prepaid, peck, 40 cents; bushel, \$1.00; 10 bushels, \$9.25; 100 pounds, \$3.35.

Peterkin Improved Pound, 20 cents; 3 pounds, 50 cents; postpaid. Not prepaid, peck, 50 cents; bushel, \$1.00; 10 bushel, \$9.50; 100 pounds, \$3.35.

Excelsior Prolific Pound, 20 cents; 3 pounds, 50 cents; postpaid. Not prepaid, peck, 50 cents; bushel, \$1.50; 10 bushels, \$10.00; 100 pounds, \$3.35.

Hawkins' Extra Prolific Pound, 20 cents; 3 pounds, 50 cents; postpaid. Not prepaid, peck 50 cents; bushel, \$1.50; 10 bushels or over, \$1.25 per bushel.

Russell Big Boll Pound, 20 cents; 3 pounds, 50 cents; postpaid. Peck, not prepaid, 40 cents; bushel, \$1.00; 10 bushels, \$10.00; 100 pounds, \$3.35.

Cook's Improved (Brown's No. 1) We are unable to see any difference between these two so-called varieties. Pound, 20 cents; 3 pounds, 50 cents; postpaid. Peck, not prepaid, 50 cents; bushel, \$1.50; 10 bushels at \$1.25 per bushel.

Broadwell's Double Jointed Pound, postpaid, 50 cents; 3 pounds, \$1.00. Peck, 50 cents; bushel, \$1.50; 10 bushels @ \$1.25.

Simpkins' Prolific Pound, 40 cents; 3 pounds, \$1.00; postpaid. Not prepaid, peck 40 cents; bushel, \$1.50; 10 bushels, at \$1.25 per bushel.

Hite's Early Prolific Pound, 50 cents; 3 pounds, \$1.00; postpaid. Peck, not prepaid, 75 cents; bushel, \$2.00; 10 bushels, \$18.00.

Dillon Wilt Resistant (Short Staple)—Pound, 50 cents, postpaid. Not prepaid. ¼ bushel, \$1.00; bushel, \$3.50; 5 to 10 bushels, \$3.00 per bushel.

Improved Truitt Big Boll, Best Quality ¼ bushel, 75 cents; bushel, \$1.50; 5 to 10 bushels at \$1.25 per bushel.

Cleveland Big Boll ¼ bushel, 75 cents; bushel, \$1.50; 5 to 10 bushels, at \$1.25 per bushel.

Triumph Early ¼ bushel, 75 cents; bushel, \$1.75; 5 to 10 bushels, at \$1.50 per bushel.

Bates' Brown Seed ¼ bushel, 75 cents; bushel, \$1.25; 5 to 10 bushels, at \$1.00 per bushel.

Alexander's (Big Boll) Russell Green Seed Every year, for several years, we have had many inquiries for an earlier and better strain of the old Russell Big Boll than could be obtained from any source. Noting this insistent demand, our breeder went to work on an improvement by close selection and we are pleased to announce that we now have sufficient seed to offer for sale. Every seed is pure green; it is more prolific, slightly earlier; the texture, length and strength of the staple is also far superior to the original strain. The price is \$1.00 a pound, postpaid; \$3.00 a peck by express collect. **A VERY CHEAP PRICE FOR SUCH THOROUGHbred SEED.**

DIXIE NEW WILT PROOF COTTON

This is a very prolific branchy type of wilt resistant cotton. It makes a large well limbed stalk, medium size boll, good staple. The selection has been made and distributed by the Georgia State Agricultural Department. We have seen a number of good crops from it and have received many good reports. It seems to be the best Wilt-Proof selection that has ever been offered. We have selected from several fine crops a limited quantity of first class seed, price of which is postpaid: pound 40 cents; 3 pounds \$1.00. Not prepaid, peck, \$1.00; 1 bushel, \$2.50; 10 bushels, at \$2.00.



Alexander's Long Keeper Potato

The best for a second crop. The Great Southern Summer or Fall Potato

This is a thoroughbred potato, that we have bred from the famous Lookout Mountain potato. It has all of the good qualities of this variety, but is a larger yielder, surer cropper and a much better keeper. It is a second crop or July potato that we secured by careful selection and breeding. The basket of potatoes shown in the picture were saved from the crop planted the 25th of July, 1910, and now, nearly nine months after harvest, they are in sound, fine eating condition. As our trucker friends know there is no potato now on the market that can equal this record. In selecting seed of this variety we always waited until late in the season and then only selected good sound potatoes for our seed stock, and by this kind of careful selection we have the best keeping potato in existence to offer our customers. We know this to be a fact as our seed stock has undergone the hardest of keeping tests. Three hundred bushels of extra fancy potatoes have been made from a single acre planted in July. They are great yielders; 175 to 200 bushels to the acre is a small yield under good cultivation and good growing conditions. One successful planter has a record of making one hundred bushels of our Improved Appler Oats on an acre, and selling them for \$100.00 for the seed, and then following them with a crop of our Alexander's Long Keeper Potato and made 200 bushels of them, which he sold for \$250.00, thus making \$350.00 from a single acre in one season—and this is not a large yield. You can do better than this if you try and have a good growing season. We send cultural directions for growing a maximum crop with each order.

Prices for June delivery: Pound, postpaid 30c; 3½ pounds, \$1.00. Not prepaid, ½ peck, 60c; peck, \$1.00; ½ bushel, \$1.75; bushel, \$3.00.

Don't delay sending in your order if you want to plant this potato.

TO GET 15 cents a POUND FOR YOUR COTTON THERE IS ONLY ONE SURE AND SAFE WAY, THAT IS, DIVERSIFICATION OF CROPS ON ALL SOUTHERN FARMS. Plant a large variety of crops. Don't spend your money for corn, oats and other grain. Every bale of hay, every pound of butter and meat, every bushel of potatoes and other vegetables and fruit you buy or allow to be bought in any part of the world except the South, helps to lower the price of cotton. Plant the best seed you can get, grow more crops on less land at less expense. Grow all your own feed and forage, then you can declare your independence and demand 15 cents for your cotton and get it.

New Davis Perfect Cucumber

The Davis Perfect Cucumber resembles a hothouse cucumber so closely that dealers can not tell the difference. It being equally as good for hothouse or outdoor culture. It is ideal in shape, rich, dark green color, uniform and regular in size. It is exceedingly tender, and as a slicing cucumber for the table is unsurpassed. It is almost seedless one-third of its length from the stem end, and the seeds that are contained in it, when in slicing condition, are so small and tender that they are almost unnoticed. Exceedingly productive. Price, packet, 10 cents; ounce, 20 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00.



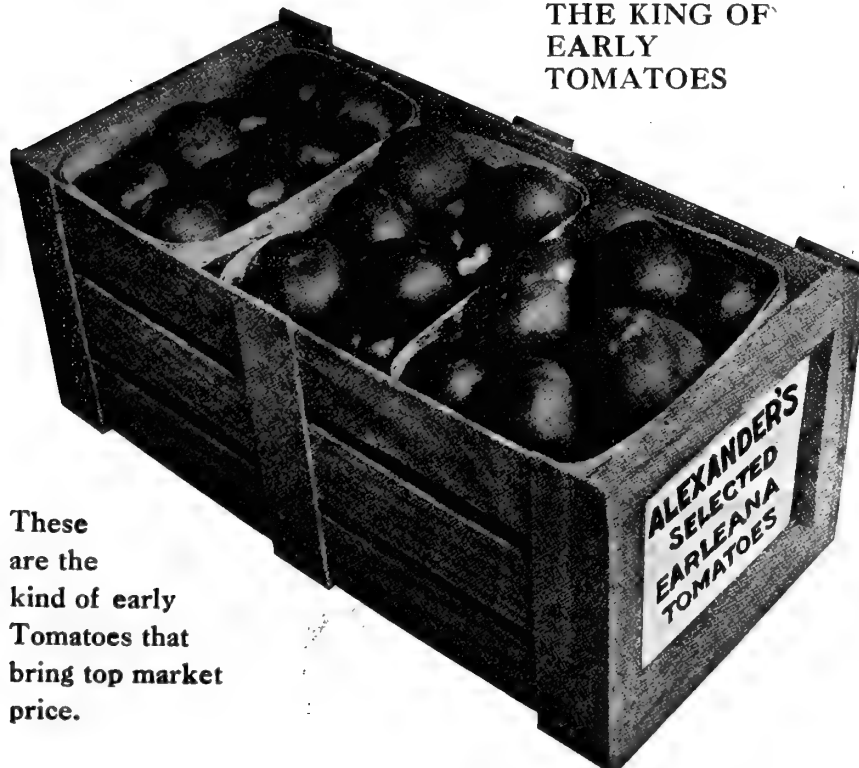
Special Truckers' and Market Gardeners' Department

Our trucker and market gardener trade has reached such large proportions that we have been compelled to establish a special **Trucker and Market Gardeners' Department**. This department is in charge of one of the best and most up-to-date truckers and seedsmen in the South, and we can not only supply you with the best seed suited to the South, but we can give you information concerning the different crops you wish to plant, and in this way help you make successful crops. We believe we are the only seed house in the country offering this kind of service to our customers, and it will pay you to get in touch with us.

THE KING OF
EARLY
TOMATOES

ALEXANDER'S
No. 1 STRAIN
EARLIANA
TOMATO

In offering our Alexander's No. 1 Strain of Earliana Tomato to the truckers and market gardeners of the South, we know we are giving you the best strain of this valuable tomato that can be produced. It is earlier than the old strain by at least a week, produces nearly twice as many perfect tomatoes that do not crack, like the old strain, and will therefore make the growers who plant it more money. For an extra early tomato there is none that will equal our Alexander's No. 1 Strain. Pkt., 5c; oz., 25c; $\frac{1}{4}$ lb., 75c; lb., \$2.75.



These
are the
kind of early
Tomatoes that
bring top market
price.

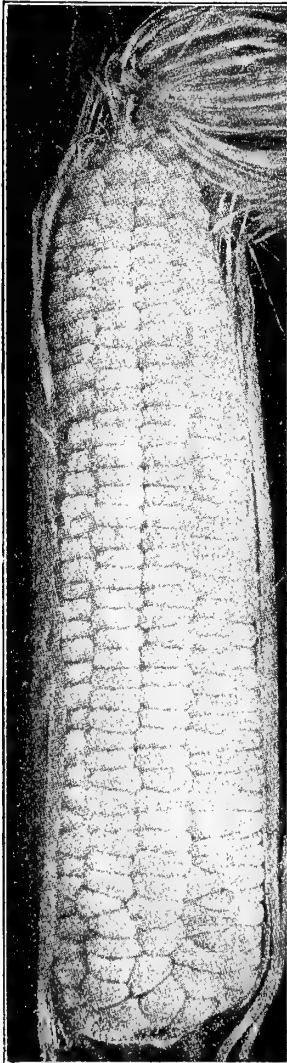
Alexander's Extra Select Chinese Giant Pepper.

Double the size of Ruby King, the Largest Mild Red Pepper.

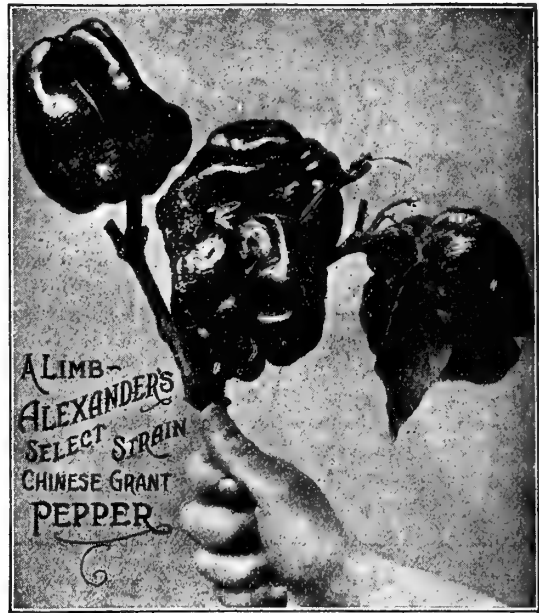
We consider this variety the best money maker for the trucker. The fruit are of monstrous size, thick and blocky form. The ones shown in the picture are as large as a quart strawberry basket. It is one of the earliest and most productive varieties and always sells well on account of its mammoth size. The plants are very vigorous and stocky, growing about two feet high. Our strain of this monstrous pepper is the best money can buy and we know that any of our customers who plant it will find it a big money maker. Price: Packet, 10c; ½ ounce, 25c; ounce, 35c; ¼ pound \$1.00; pound, \$3.50.

Alexander's Bull Nose Pepper

This is the most popular of the early, large fruiting varieties of sweet peppers, either for shipping or for selling on the local market. It is very prolific, bearing a mass of fruit that are 3 to 3½ inches long, and 2 to 3 inches across the shoulder. Our strain of this excellent variety is the best you can buy at any price, and if the plants are given a little fertilizer from time to time as they are growing and bearing will produce fruit throughout the entire season. Price, packet, 5c; ½ ounce, 15c; ounce, 20c; ¼ pound, 60c; pound, \$1.75.



Alexander's Main Crop Sweet Corn.



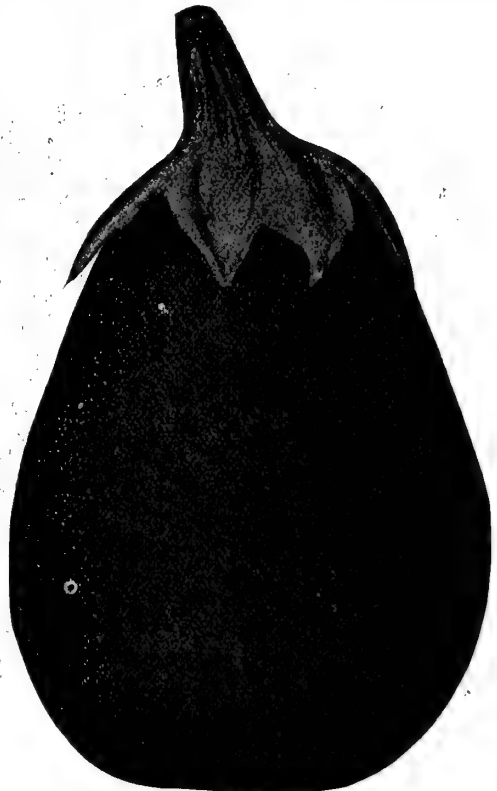
THE REASON WHY? *Alexander's seeds are best because we sell on QUALITY alone.*

Florida High Bush Egg Plant

This variety has proven of very great value to the Southern truckers and market gardeners. It is noted for its vigorous growth and productiveness. It is very hardy and will stand more cold weather than any other sort. It also stands hot weather, and the heat does not blight the blossoms. It grows from 3 to 4 feet high, very erect, and is free from thorns. The fruit is oblong in shape, purple color, not as deep as the New York Improved Large Purple. It resists drouth and the fruit does not rot on account of being above the ground. The fruit is more hardy than any other kind, and stands up better under shipment. It brings the highest price on any market on account of its large size, excellent shape and superior flavor; also on account of its great keeping quality. Growers who have tried our select strains of this variety will not plant any other kind. Our seeds are Florida grown. Price: Packet, 10c; ½ ounce, 15c; ounce, 25c; ¼ pound, 75c; pound, \$3.00.

Alexander's Main Crop Sweet Corn

This is the best variety of extra large sweet corn for the truckers and market gardeners. Bears from two to three extra large ears to the stalk, has a very heavy husk, which helps to keep the worms out and keeps the corn in an edible condition a long time after it matures. Price: Packet, 10c; pint, 25c; quart, 40c; peck, not prepaid, \$1.25; bushel, \$4.50.



Florida High Bush Egg Plant.

Florida Giant Cauliflower

Reasons why it is the best

1. It heads when other varieties fail.
2. Is the largest of all early varieties.
3. Is the earliest of all the large varieties.
4. Can be planted closer than any other kind, as it has few leaves.
5. Will outsell any other variety now in cultivation.
6. Our seed of this stock comes from the best cauliflower grower in the world.
7. It would be cheap at double the price we charge, as it is the best cauliflower seed in existence, no matter how much you pay for it.

Packet, 25c; $\frac{1}{4}$ ounce \$1.00; $\frac{1}{2}$ ounce, \$2.00; $\frac{1}{4}$ pound, \$15.00.

Florida Giant Cauliflower.

Southern Cranberry

This is a new plant that we have thoroughly tested before offering to our customers. It is specially adapted to the Southern climate and soil, and grows without much care and attention. It resembles the Scarlet Potted Okra, and is planted, fertilized and cultivated like Okra. The plants grow large, and should be given plenty of distance, make the rows five feet apart, and set the plants four feet apart in the row. You can make just as good cranberry jelly from the pods that grow at the junction of each leaf, as you can from the real cranberries, which cannot be grown in the South. Plant as soon as all danger of frost is past. Price: Packet, 25c; ounce, 75c. Supply of seed limited.

New Extra Early Prolific Squash

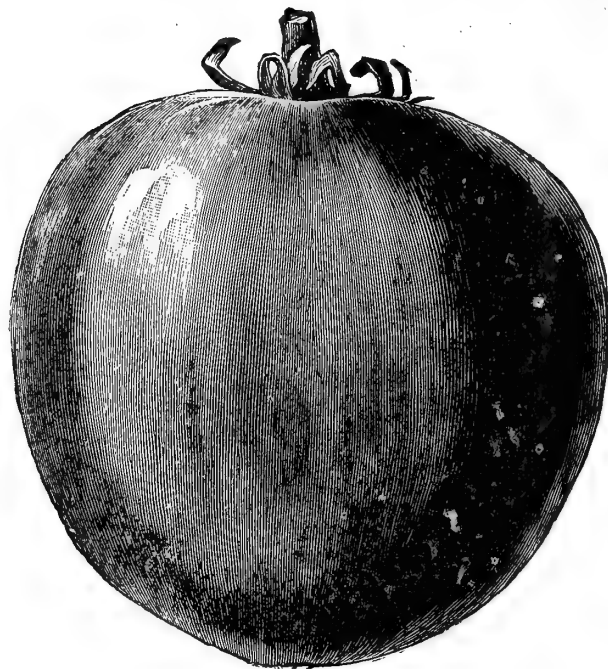
This is the most prolific, extra early type of white bush squash. Is a strong, vigorous, rapid grower; develops quickly a snow white squash of perfect shape and finest quality. The most profitable white bush squash for home market or shipping, because it is away ahead of anything else in this class. We first offered it as a week earlier, but careful selection has greatly improved the earliness and quality so that in our tests the past season it has developed well formed marketable fruit two weeks earlier. It is the biggest money maker of this class, bearing two and three times as many as the old type. Packet, 10 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.00; postpaid.

Alexander's Early Egyptian Turnips

In offering this new turnip to our customers, we can truthfully say it is the earliest and best turnip in cultivation, being a week to ten days earlier than the other kinds. It is a beautiful white color, which makes it sell on sight. It is flat in shape. If you want to get your turnips to market before your neighbor, and realize a handsome profit from them, this is the variety to plant. As you know it is only the early turnips that pay any big profits, so you can readily see it will pay you to plant our ALEXANDER'S EARLY EGYPTIAN TURNIP. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25.

Early Egyptian Turnip.

Two Best Shipping Tomatoes for Southern Truck Farmers Livingston's New Globe—Alexander's Dixie



Alexander's Improved Livingston's New Globe Tomato

This is the new tomato that is receiving nothing but praise from truckers in all parts of the South. Is the ideal variety to grow for shipment to any market, and is especially adapted to the Southern soil and climate. It is a perfect keeper and shipper on account of its great solidity, and outsells all other first early sorts. The fruit are of a large globe shape (that is if you get the true stock), always smooth, and are of a good marketable size throughout the season. The crop is born in clusters of from 5 to 7 fruits, which are a beautiful purplish pink color. The truckers on the East Coast of Florida, the great tomato section, have about discarded all other varieties for it. The vines are very productive and free from blight and the fruit from blossom end rot or smutty face. If you will write your commission house, they will tell you it is the tomato to plant, as it always ships and keeps well, brings the highest market price on account of its perfect shape and beautiful color, and will yield more slices than any other kind.

Our strain of this celebrated variety is true to type and does not contain any flat fruit. You will eventually plant this tomato, and the sooner you do, the sooner you will increase your tomato profits. Price, packet, 10c; ounce, 30c; $\frac{1}{4}$ pound, \$1.00; pound, \$3.50.

Putnam County, Fla.

Last season we bought our tomato seed from _____ in Baltimore, Md., and had everything in our field from a yellow tomato to a globe. This season we planted Alexander's Livingston's New Globe and had a beauty crop, all true to type. In future we plant only Alexander's Selected Seed. MONTROSE FARM.
July 20, 1911.

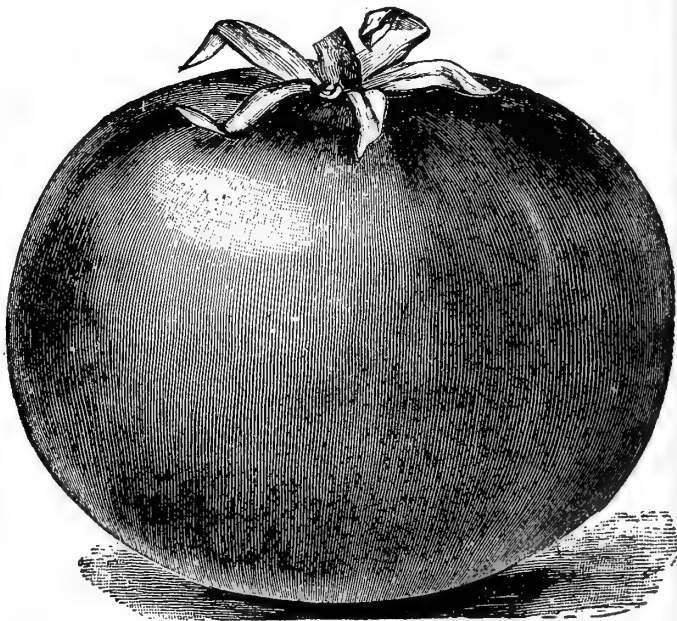
Improved Perfected White Spine Cucumber

Our cucumber grower has for years been working on an ideal cucumber for the trucker and market gardener, and we believe he has at last been successful as our thousands of customers and friends among the large Southern growers say our Alexander's Improved Perfected White Spine Cucumber is the best they have ever planted. It is early, prolific and a continuous bearer of uniformly large and symmetrical fruit, of a dark green color that stays green a long time after shipment. The vines are very vigorous, free from rust and blight; bear very few culls or misshapen fruit and continue bearing until

very late in the season. We have sold this strain in all parts of the country and all are of the same opinion. "It is the Ideal Cuko for either home market or for shipping." (See cut of crate.) Price, packet, 5c; ounce, 10c; $\frac{1}{4}$ lb., 35c; pound, \$1.25; in 10-pound lots at \$1.00.



Crate of Imp. Perfected White Spine Cucumbers.



Alexander's New Tomato, "THE DIXIE"

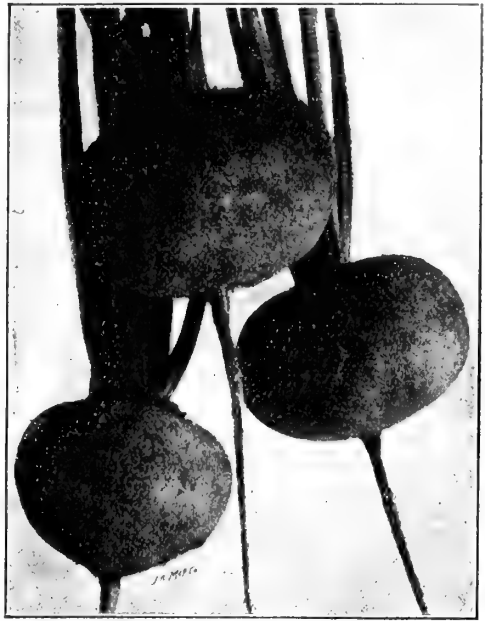
**King of Them All. Has Surpassed the Best Yielding Tomato in the World
More than 50%—A Marvelous Main Crop Variety**

Season before last our tomato grower brought this variety to our attention. At first we laughed at the claims he made for it, but after giving it a careful test ourselves and having several reliable tomato growers test it, we have decided it is all he claims for it—"The Best Main Crop Tomato in the World." Grown side by side with the Stone, Beauty, Matchless and others it has produced a 50 per cent better yield of well shaped, perfectly formed, solid, bright red fruit of a uniform size. It comes in immediately after our Improved Livingston's New Globe, and will make you the best main crop tomato you have ever planted. It fruits from the bottom to the top, and is an ideal shipper. Our supply of seed is limited, so place your order as soon as possible. Price, packet, 10c; ounce, 30c; $\frac{1}{4}$ pound, \$1.00; pound, \$3.50.

Our New Extra Early Truckers' Perfection Beet

The ideal table beet, fine grained, red fleshed, very tender and remarkably early

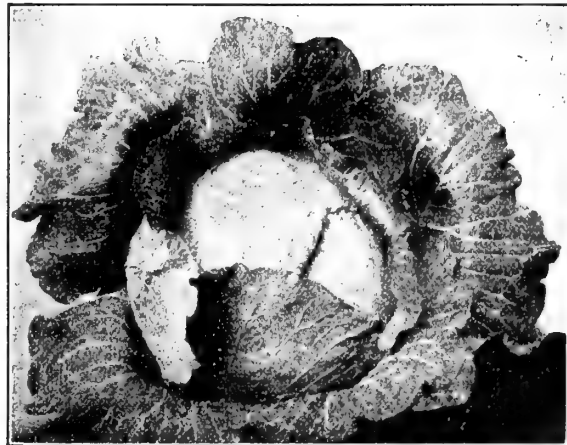
This is the new extra early beet that is pleasing our trucker friends in Florida and the Gulf States section and will do equally as well in all parts of the South. It is almost globular in shape, very uniform in size, has a small dark red top which makes it fine for bunching. The root is of a very rich red color, fringed with crimson. It is not only a fine shipper but one of the best sellers we know of on account of its handsome appearance. We can not recommend our **Truckers' Perfection** too highly, for either a shipping beet or a beet to sell on the home market. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 50 cents; pound, \$1.50.



Truckers' Perfection Beet.

Alexander's Great Main-Crop Cabbage

This is the best second early flat head cabbage that has ever been offered to the Southern growers. It is true to type under all conditions and will make a satisfactory crop when all other kinds fail. We recommend this to you as the best medium size cabbage we know of. It will not only please the trucker and market gardener, but the kitchen gardener. It is not too large, averaging in weight from 8 to 10 pounds, and always heads hard. If you plant your spring crop in this variety you will never regret it. Packet, 5 cents; $\frac{1}{2}$ ounce, 15 cents; ounce, 25 cents; $\frac{1}{4}$ pound, 75 cents; pound, \$2.75.



Alexander's Main-Crop Cabbage.



Florida Red Ball Radish

This is the handsomest round radish we have ever seen. It runs very even in size, matures quickly, and on account of its rich, dark red color and very short and seldom becomes pithy. Shippers, market gardeners and home gardeners agree it is the finest radish they have ever planted. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25.

Dear Sir:—The seed I bought from you this spring gave better results than any seed I believe I ever planted; your garden seed must improve every year. I buy most all the seed I plant every year from you. I am not planting any fall garden much, but I love to have a pretty spring garden. Yours respectfully, GEO. T. JACKSON.

SEE LAST PAGE ABOUT OUR GRAND PRIZE OFFER

Florida Perfect

The New All-Head Lettuce

**Fine Outside Leaves—Extra Early—
Big Money Maker**

In this new lettuce we have one of the best varieties ever introduced to the Southern growers. It is earlier than the Big Boston. Is practically all head, so that it can be planted very close, and in this way give a larger yield per acre. It is a fine keeper and shipper, and sells like hot cakes, on account of its handsome appearance. No matter whether you are planting for shipping, local market or for home use, you can't afford to miss planting some of this new lettuce. Our supply of seed is limited so we would advise that you send your order immediately to insure delivery. Price, packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 50 cents; pound, \$1.50.



Florida Perfect Lettuce.

The Hodson Long Pod

The New Wax Bush Bean

**Large Bushes—Enormous Pods—
Big Yields**

This distinct new type of bean is remarkable for its great size of plant and pod and wonderful productiveness. They will out-yield any other bush bean two to one on a given area. The strong, sturdy plants often attain dimensions $2\frac{1}{2}$ feet in height, and bear great quantities of long, meaty pods, measuring 7 to 8 inches in length. The ample foliage sheltering the pods from the hot sun renders them exceptionally tender, brittle, and if picked before too old they are stringless, free from fibre and of fine table quality.

The Hodson Bush Beans come in about 2 weeks after the earliest dwarf varieties, and for main crops are destined to become important for both the private table and for market growers on account of their phenomenal vigor and productiveness. The plants should be thinned out to at least 6 inches apart in the rows on account of their great size. These varieties are absolutely immune from bean diseases. Price, packet, 10 cents; pint, 20 cents; quart, 45 cents; peck \$2.00; bushel, \$6.75.

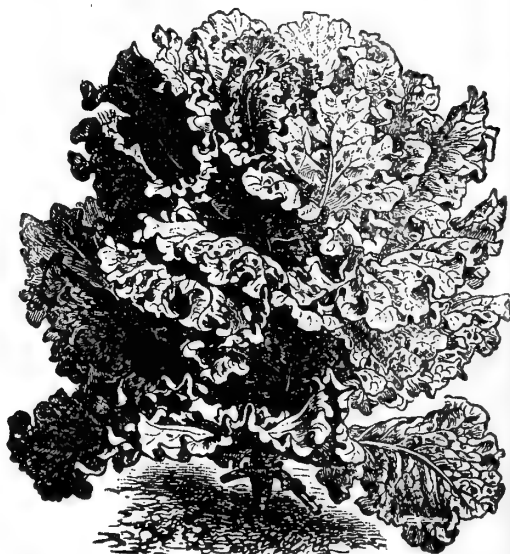


New Hodson Wax Beans.

New Cauliflower Greens

**Has Cauliflower Flavor
Hardy as a Collard**

This is the new vegetable that is attracting attention in all parts of the South. It has all the delicious flavor of the Cauliflower, but is very hardy, in fact you can throw the seed down anywhere and they will grow. If you cannot grow Cauliflower on your land, plant our New Cauliflower Greens and you will think you are eating cauliflower when you cook it. We do not recommend it for shipment to market, but it should be in every home garden. Price, packet, 10 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 40 cents; pound, \$1.50.



New Cauliflower Greens.

Alexander's Perfected Rockyford TRUCKER'S STRAIN

This new strain of Rockyford of ours differs from all others in that it is solidly and deeply netted throughout. It is almost impossible to get any "slick" cantaloupes with this strain, so thoroughly and deeply is it netted. It has thick, green flesh, very small seed cavity and comparatively few seeds. Ripens evenly from stem to blossom and is also the most regular in size and shape of all, the melons in a well cultivated crop being almost as nearly alike as peas in a pod. If you are a cantaloupe shipper you know what an advantage this is. The illustration gives a fairly good idea of what might be expected from this Perfected Strain but it really does not do the melon justice. We cannot recommend this strain of Rockyford too highly. For home garden it has no equal and as a shipper it cannot be beat.

Mr. L. R. Smith, one of the largest truckers in the Augusta section, paid us \$10.00 for four pounds of this seed last spring when he had been offered ordinary Rockyford at 80 cents per pound, and he says it was a good investment. Every melon came true to type and not a "slick" one in the field.

Mr. J. M. Rozier, another of our large truckers, planted Perfected last spring and he also reports the best crop of Rockyfords he ever made.

These gentlemen say they will plant no other in the future.

THERE IS A REASON. If you are extra particular about your cantaloupe crop plant our "Perfected Rockyford." This will give you cantaloupes exactly such as you want all through the season. Packet, 10 cents; ounce, 20 cents; $\frac{1}{4}$ pound, 50 cents; pound, \$1.50; postpaid. 5 pound lots, \$1.25 per pound; 10 pound lots, \$1.20 per pound; 25 pound lots or over, \$1.10 per pound.

We get thousands of letters like this from all parts of the South.

Ratcliff, Texas.—Find enclosed money order for list of seed. I planted an acre of your WATSON melons last year that brought me two hundred and thirty dollars (\$230.00). I have been using your seed for several years and find them the very best. J. N. PARRISH.

ALEXANDER'S IMPROVED HOPKINS' RED VALENTINE BEANS

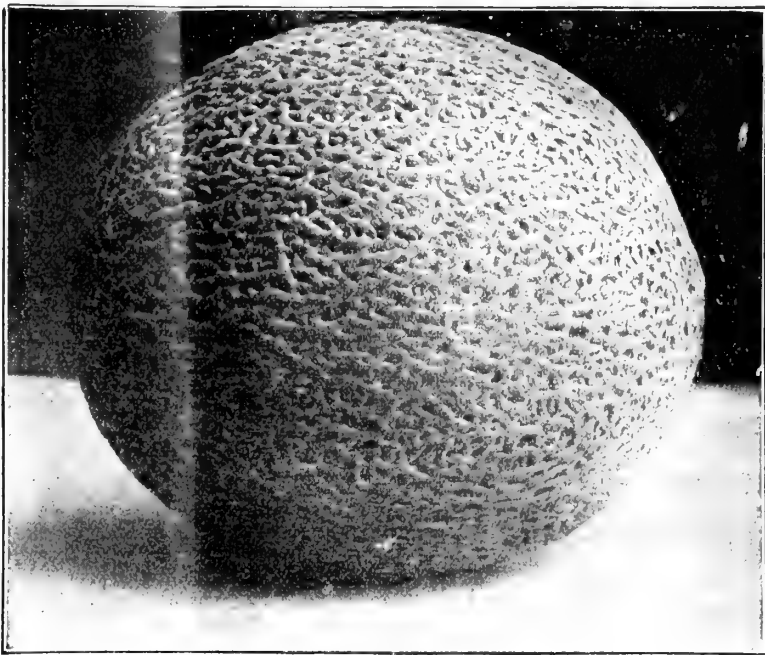
Our select strain of this popular Early Red Valentine beans has been planted by truckers in all parts of the South, and all agree it is the best strain they have ever planted. It is a very heavy bearer, so hardy that it will withstand a heavy frost, and the earliest strain we know of, often the beans are ready for picking in forty-five days after planting. If you want the earliest, heavy bearing, large podded Red Valentine, plant our improved strain. Price, packet, 10 cents; $\frac{1}{2}$ pint, 15 cents; pint, 25 cents; quart, 40 cents; peck, not prepaid, \$1.25; bushel, \$4.50.

ALEXANDER'S IMPROVED LONG GREEN CUCUMBER

In offering this strain of Improved Long Green Cucumbers, we can truthfully say it is the finest strain on the market. It is very prolific and stands all kinds of weather better than any strain we have ever seen. It makes long dark green, perfect cucumbers, when other strains are making only culls. It is an excellent shipper and will retain its beautiful dark green color a long time after picking. Once you plant this strain you will not plant any other, as it is as far above the ordinary strain of Long Green as a perfect cucumber is above a cull. Price, packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; 5 pound lots at \$1.00 per pound.



Alexander's Improved Long Green Cucumber.



The Best Seed That Grow Selected for the South

FOR SPRING AND
SUMMER PLANTING



The Sign of Good Seed

OVER A THIRD OF A CENTURY OF SUCCESS.

It is our aim that the name Alexander printed on every package and bag shall be a guarantee of perfect satisfaction, profitable results.

(Established 1873, 38 years ago.)

Augusta, Ga., January 1, 1912.

Our seed are sold on and subject to the following liberal terms:

SEEDS POSTPAID Remember that the prices given in this list include the delivery of all seeds by the packet, ounce, quarter pound, pound, pint or quart, except where noted. Send us the amount named in this catalogue and we guarantee safe delivery by mail in these quantities.

OUR PREMIUMS Please bear in mind that on seeds in packets and ounces only, except cauliflower in ounces (no quarter pounds, pounds, pints or quarts), the purchaser may select 25 cents' worth extra on each dollar sent. This does not apply to orders for collections, prices for which are net.

CASH WITH ORDER Kindly remember that our terms are strictly cash with order. This is no reflection on your credit or standing, but we find it impossible to open up accounts on seed orders and conduct our business. It is just as easy to remit with the order as it is with a bill for the goods, and in almost every instance the price is named in this catalogue. Do not ask us to send an order for seeds and "you will remit on receipt of bill."

COST OF SENDING MONEY In all cases where the order for seeds amounts to one dollar or more, the cost of postage or express money order or cost of registering the letters from places that are not money order offices may be deducted from the amount.

STAMPS On orders for seeds where the amount is less than 50 cents, we will accept postage stamps in good condition (one-cent and two-cent stamps preferred) the same as cash, but we would ask those remitting stamps to wrap them in oiled paper, if possible, to prevent them sticking together or to the order.

SPECIAL EXPRESS RATES We have obtained from the Southern Express Co. a special express rate on seeds shipped from us to our customers. The special rate is equivalent to a reduction of about one-third from the regular rates, and on shipments of less than 30 pounds we can, in most cases, ship by express cheaper than by freight. As a rule, we can ship 15 pounds of seed or a peck of peas or beans, or corn to any point reached by the Southern Express Co. for 35 cents. This does not apply to points on the Wells-Fargo, American or Pacific Express. The cost in these cases will be 35 cents for each company on a 10- or 15-pound shipment, making a charge of 70 cents for a point if handled by two different express companies.

ABOUT WARRANTY The Alexander Seed Co. gives no warranty, either express or implied, as to description, quality, productiveness or any other matter, of any seeds, bulbs or plants they send out, and will not be in any way responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned, and any money that may have been paid for them will be refunded. Crops are dependent for success or failure on so many things besides the seed that it is impossible to give any warranty or guarantee. This does not mean that we lack confidence in the seeds we sell, but we have no control over the goods after they leave our house, especially so, as to methods of planting, cultivation and fertilizing, all of which are important factors in the success of any crop. If we should warrant or guarantee seeds in any way we could be held responsible for the failure of the crop, regardless of cause, and this is a responsibility we can not accept.

ALEXANDER SEED CO.

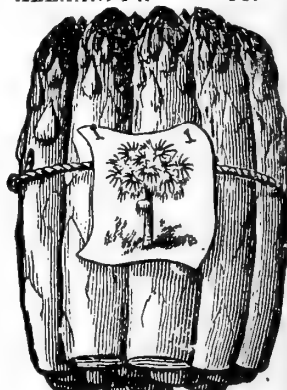
WHY NOT MAKE AN ASPARAGUS BED?

Asparagus is a most delicious vegetable; easily grown in most parts of the South. Seed can be sown in either fall or spring thinly in rows one foot apart. When well up give frequent cultivation until plants are one year old. In transplanting to permanent bed put roots 16 to 18 inches apart each way, placing the crown of the root 4 inches below the surface. Use your best soil for asparagus. You can not get it too rich nor can you use too much manure on this crop.

Palmetto The favorite and earliest Southern variety. Originating in South Carolina. Becoming more popular every year with both market and home gardeners. Adapted to all sections where asparagus can be grown. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 20 cents; pound, 60 cents; postpaid. In 5-pound lots or over, not prepaid, 40 cents per pound.

Palmetto Asparagus Roots You can save 1 1/2 to 2 years' time in getting asparagus beds ready for cutting by the use of our large 2-year-old Palmetto Asparagus roots. Plant them in January and February. 50 roots, 75 cents; 100 for \$1.25; postpaid. By express or freight, not prepaid, 500 for \$2.75; 1,000 for \$4.50. Write for special prices on large lots.

French Globe Artichoke For table use, highly prized by French and Italians. Best imported French seed. Packet, 10 cents; ounce, 30 cents; 1/4 pound, \$1.00.

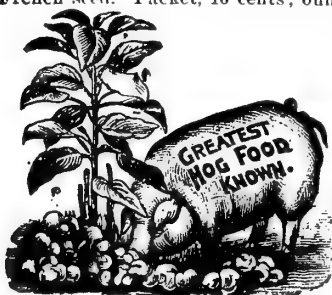


Palmetto Asparagus

JERUSALEM ARTICHOKE

THE GREAT HOG FOOD

No root crop is growing in favor so rapidly for feeding hogs. A yield of 500 bushels is nothing unusual. An acre will fatten 25 to 30 hogs easily, and hogs fed on them are free from cholera. The Southern farmer who neglects growing artichokes is making a mistake; they are adapted to our section, grow all summer, make enormous crops and stay in ground in perfect condition until the hogs are turned in. Plant in early spring in 4-foot rows like Irish potatoes, dropping seed place, cut to single eye, every 2 feet. Pound, postpaid, 25 cents; 2 pounds, 70 cents. By freight or express, not prepaid, peck, 65 cents; bushel, \$2.00. Barrel of 11 pecks (for 1 acre), \$5.00.



Jerusalem Artichoke

Best GREEN PODDED BUSH BEANS



Culture Plant bush beans from March to September for continuous supply. Sow in rows 18 to 24 inches apart, dropping a bean every 2 inches. Cover seed not over 2 inches and firm sandy soil after planting. Do not plant until danger from frost is over. When about to blossom draw the earth up around the stem. Hoe or cultivate often. 1 quart of seed plants 100 feet of row.

Improved Round Pod Refugee

Often sold under the name of "Brown Valentine" or "1000 to 1." While not quite so early as Red Valentine and Extra Early Refugee, its vigorous growth, heavy bearing qualities and resistance to heat and drought make it a favorite for planting in the South. Pods of good size, meaty and tender. As a shipper it holds up well, arriving in market in splendid condition. For home garden and nearby market use it is a splendid sort, continuing in bearing several weeks longer than the extra early varieties. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 40 cents; postpaid. Peck, not prepaid, \$1.25; bushel, \$4.50.

Our Extra Early Refugee

Almost identical with our Round Pod Refugee except that it is 10 days earlier. A heavy yielder, producing heavy crops in either wet or dry seasons. A splendid shipper and each season becomes more popular for both market and home use. Pods of good size, meaty and tender. A first-class bush bean in every respect. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 40 cents; postpaid. Peck, not prepaid, \$1.25; bushel, \$4.50.

Extra Early Red Valentine Beans

Packet, 10 cents; ½ pint, 15 cents; quart, 35 cents; bushel, \$1.00; bushel, \$4.00.

Stringless Green Pod It is beyond question the finest of all in quality. It is an absolutely stringless bean in all stages of growth with fine, long, green, round pods. It surpasses all other beans in its crisp, tender qualities and rich flavor. It is prolific, a strong grower and a week or more earlier than the Valentine. No home garden that wants the finest in quality should be without it. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, \$1.50; bushel, \$5.50.

Longfellow { Green } Splendid extra early. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, \$1.25; bushel, \$4.75.
Black Valentine { Podded } { Green } For market gardeners' use. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, \$1.20; bushel, \$4.55.

WAX PODDED BUSH "SNAP" BEANS

Davis' White Wax A very productive wax variety bearing large, handsome silvery white pods, 5 to 6 inches long. The most handsome pods of all wax sorts. The seed being white makes it an excellent shell bean for winter use. In shipment it holds up splendidly and sells on its handsome appearance. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, not prepaid, \$1.50; bushel, \$5.00.

Our Dwarf German Black Wax Both of these are well-known standard varieties and especially are favorites everywhere in the South. Each, packet, 10c.; ½ pint, 15c.; pint, 25c.; quart, 40c.; postpaid. Peck, not prepaid, \$1.25; bushel \$4.75.

Improved Rust-Proof Golden Wax

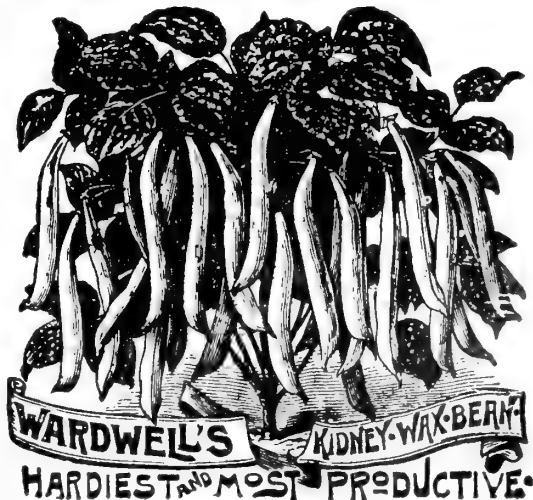
Wardwell's Kidney Wax Beans Most popular of all wax varieties in the South for either market or home use. Matures in 5 to 6 weeks, a strong, vigorous grower, bearing heavy crops of long, showy pods, tender and of the finest flavor. In shipping it stands up well, bringing top prices. Is remarkably free from rust. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 40 cents; postpaid. Peck, not prepaid, \$1.50; bushel, \$5.50.

Round Pod Kidney Wax

The same as Wardwell's Wax, but has pods entirely round instead of partly flattened. Early and productive. Packet, 10c.; ½ pint, 15c.; pint, 25c.; quart, 45c. Peck, \$1.50; bushel, \$5.50.

Currie's Rust-Proof Wax The nearest rust-proof of any variety of good Wax Bean. Vines vigorous, hardy and productive. One of the earliest and the pods are of fine appearance, holding up splendidly in shipment. A standard market gardeners' variety for shipment. Packet, 10c.; ½ pint, 15c.; pint, 25c.; quart, 45c.; postpaid. Peck, not prepaid, \$1.35; bushel, \$5.00.

BIGGER PACKETS FOR SAME MONEY



25 FAMILY BEAN COLLECTION 25

One full size packet each of Extra Early Refugee, Wardwell's Kidney Wax, Old Homestead Pole and Henderson's Bush Lima postpaid for 25 cents. A fine collection for your Family Garden.

25 25

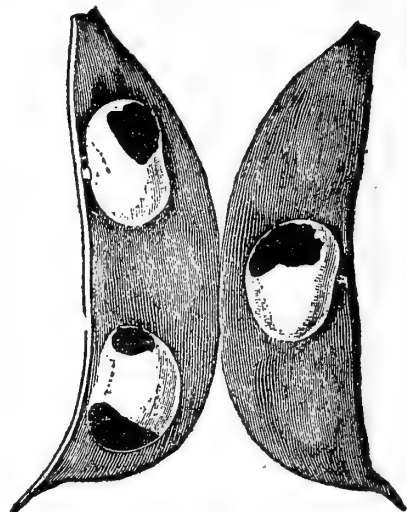
Pole and Lima Beans

These are the stand-bys, something to furnish you snap and butter beans all through the summer and fall months and dry shelled beans during the winter. Some of these ought to find a place in your home garden. Nothing you can plant will pay you better in both quantity and quality returns.

"Old-Time" Florida Butter Beans

This superb variety has been almost lost sight of in the last ten years, but we succeeded in getting "seed stock" of it from a prominent Florida farmer in whose family it has been kept pure. Florida Butter is the

strongest grower and heaviest bearer of the limas and a few hills of them in the garden will keep any family fully supplied with the most delicious "butter" beans all summer and fall. Size of pods are shown in our illustration and the plants are actually covered with them from June until the frost kills the vines. Beans are of the most excellent quality and the



Open Pod of Florida Butter Bean.

the vines set the bloom and bear continuously from start to finish. If you like "butter beans" and don't plant the Florida Butter you will make a big mistake. Packet, 15 cents; ½ pint, 25 cents; pint, 35 cents; quart, 60 cents; postpaid.

King of the Garden Lima Largest, richest and finest flavored of all pole beans. Vines strong and vigorous growing, and a heavy producer of big pods, well filled out with large beans of most delicious flavor. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Peck, not prepaid, \$1.75.

Carolina or Sewee Beans The original lima bean, commonly known as "Butter Bean." Very prolific, fine flavored and sweet. A popular bean in all parts of the South; fine for using fresh or as shell bean in winter. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid; peck, \$1.50.

Kentucky Wonder or Old Homestead The heaviest bearer of all pole snap beans in the South. Immensely prolific, as shown in our illustration, being fairly covered with big, tender, green pods, borne in clusters. Always large, crisp, tender, and free from stringiness. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Half peck, not prepaid, \$1.00; peck, \$1.75.

Cornfield or Cut Short, Fat Horse or Crease Back Standard well-known varieties of pole beans, all useful for "snaps" during the summer and for shell beans during the winter. Every garden should have a few. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid; peck, not prepaid, \$1.50.

Henderson Bush Lima Bush form of the Carolina or Sewee Lima. A heavy and sure cropper. Pick close and they bear from June until frost. One plant has made 280 full size pods. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Not prepaid, peck, \$1.75; bushel, \$6.00.

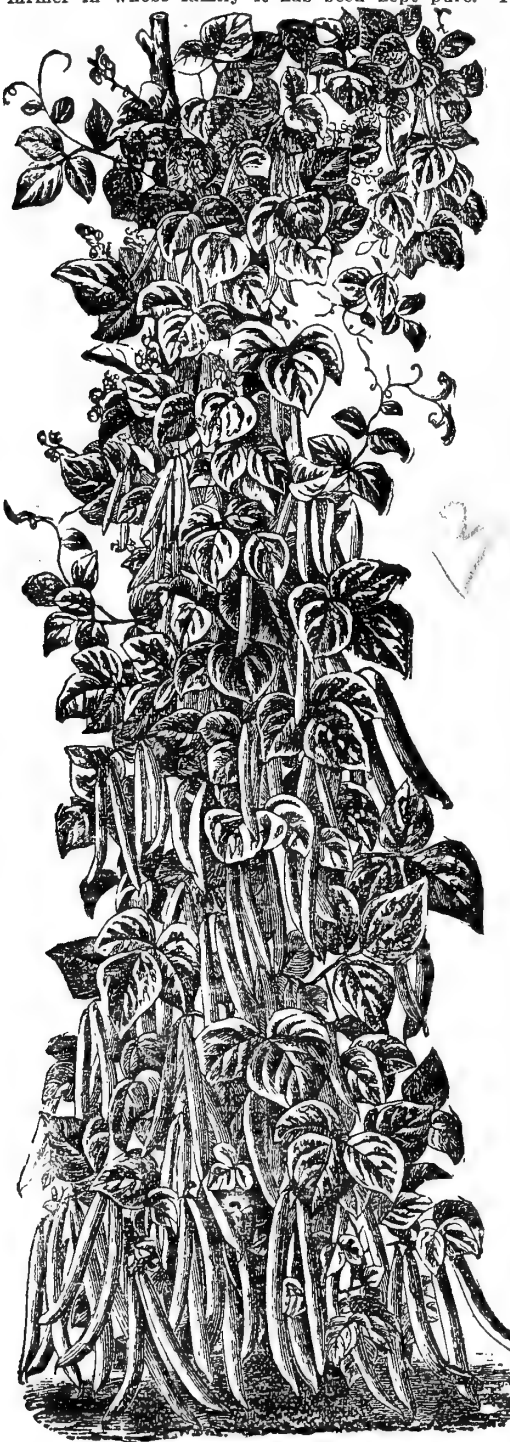
Burpee Bush Lima Bush form of Large White Lima. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Not prepaid, peck, \$1.75.

JACKSON WONDER

Native Georgia variety with brown colored seed. Fine grower, practically drought proof. Fine for home gardens. Seed very scarce. Packet, 15 cents; ½ pt., 30 cents; pint, 40 cents; quart, 65 cents. Very short crop.



Henderson Bush Lima Beans.



Old Homestead or Kentucky Wonder Pole Beans.

ASK FOR SPECIAL PRICES.

Alexander's Beet Seed

Culture Sow in rich or well manured ground after same has been deeply plowed or spaded. Sow in rows 18 inches to 2 feet apart. Sow thinly in the rows in this latitude from early spring up to August. Further south sow from September to December. The seed is rough and soil should be firmed or rolled after planting. When 2 to 3 inches high thin out to 5 or 6 inches apart in the row. The young plants are superior to turnips and spinach for greens. In light, sandy soil cover seed 2 inches; in stiff or clay soils, not over 1 inch. One ounce of seed plants 100 feet of row; for market garden planting, sow 10 pounds per acre.

Early Improved Blood Turnip Beet

The shape of this, the finest of all the Blood Turnip varieties, is shown by our illustration. Our extra early strain of it will be ready for use in six or seven weeks with good cultivation. It is the finest of all in quality and very productive. Color a deep blood red which it holds after being cooked. Always sweet, tender and free from stringiness. Good for either market or home use, and fine for making succession plantings. Plant this variety and you will never regret it. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; postpaid.

Extra Early Egyptian Not the best quality but earlier and flatter than our Crosby Egyptian. Valuable for market gardeners. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

OUR BEET SEED IS FRENCH GROWN. THIS IS THE ONLY KIND IT WILL PAY YOU TO PLANT.

Lentz' Extra Early Beet

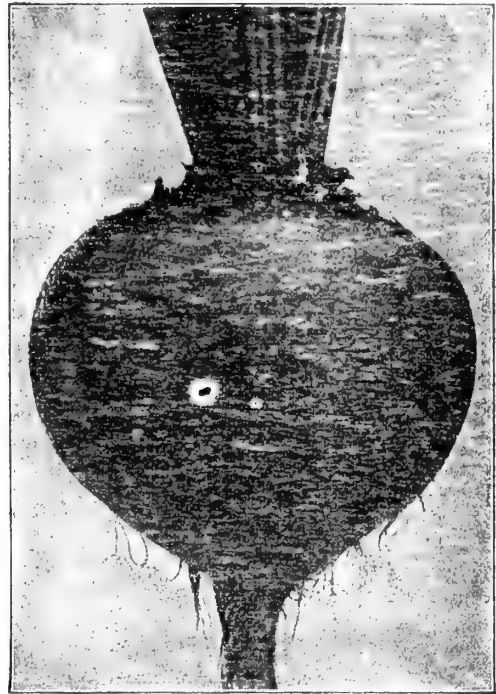
A splendid variety. Nearly as early as the Egyptian, but larger and of extra fine quality. Color a dark blood red, tender and sweet at all stages of growth. Has small top and with favorable seasons can be used in six weeks from sowing. Very productive, a splendid keeper and shipper. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

Crosby's Improved Egyptian A distinct improvement over the Extra Early Egyptian, the Crosby being of much more even and regular growth with a more globular shaped root. It is an early sort and of much better quality and flavor than the old kind. We have this true strain, which is a favorite with market gardeners for earliest sales. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; postpaid.

Alexander's Extra Early Eclipse Beet A most popular market gardener's beet for the South, as well as a favorite for home gardeus. Of remarkably fine form, smooth and free from stringy roots. Small top and a rapid grower. Color, a deep blood red, which it retains fully after being cooked. Quality extra fine, sweet and tender. A heavy cropper and its handsome appearance makes it an easy seller when placed on the market. Our specially selected strain of Eclipse has proven to be the most successful for all plantings and our market garden friends will make no mistake by planting it largely this year. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 85 cents; postpaid.



Mammoth Long Red Mangel Beet



Extra Early Eclipse Beet.

Crimson Globe Beet A distinct new variety introduced by us last year. Extremely handsome appearance and perfect globe shape. Not quite as early as Eclipse, but larger. The beets average three inches in diameter; skin perfectly smooth and form very regular. In color it is a deep, rich crimson; in quality very sweet and tender. Its foliage is small and distinct, being a rich bronze purple. We recommend it most highly for both home and market garden. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; postpaid.

Half Long Blood Beet

Improved Long Blood

Old and well-known varieties, especially adapted for summer and fall use from spring plantings. They are both more deeply rooted than the turnip-shaped varieties and are more resistant to drought and summer heat. One of them ought to be in every Southern home garden each season, for they furnish beets of best table quality long after the others. Each variety, packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

Swiss Chard or Sea Kale A variety of beet grown for the leaves only. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 30 cents; pound, 80 cents; postpaid.

Mangel and French Sugar Beets for Stock Feed

The value of root crops for stock feeding, the Mangels, French Sugar Beets and Belgian Carrots, can hardly be over-estimated. They are enormous yielders under good cultivation and they make an agreeable change of food for any animal kept on dry forage during the winter months. When planted in the spring and allowed to grow all summer, the yield is enormous and the value of the crop is shown by the increased flow of milk and the improved condition of the animals. Have your ground deeply plowed, then well harrowed. Sow seed in the spring in rows $2\frac{1}{2}$ to 3 feet apart and let grow until late fall. Use a naturally rich soil or fertilize heavily to get profitable results. Both the Mangel and Sugar Beets are equally profitable for stock feeding. In sections where their value is known almost every farmer plants from one to ten pounds of seed each year.

Mammoth Long Red Mangel

The most generally planted, being the heaviest and surest early cropper. Single roots have been grown to weigh 61 pounds. Ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 60 cents; prepaid.

White French Sugar Beet

Not valuable as a sugar crop South, but its rich contents of sugar makes it a most valuable sort in fattening stock of all kinds. An immense yielder and profitable variety. Ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 60 cents.

ASK FOR SPECIAL PRICE ON QUANTITY. BEET SEED VERY SCARCE.

ALEXANDER'S AUGUSTA TRUCKER CABBAGE



In our "Augusta Early Trucker" we have the best large early Flat Head Cabbage ever offered for planting in the South, a variety which will not only give the most satisfactory results in "home gardens," but has proven of the greatest possible value to the market gardens of South Carolina, Georgia, Florida, Texas and other Southern States. It suits all seasons; in fact, no Cabbage we have ever seen approaches it in so many desirable qualities. Sown in spring, it makes the best summer crop. Sown in the late summer months, it makes a most desirable Winter Cabbage. Our illustration gives you a good idea of its shape and appearance. In size it is the most desirable for market, either local or for long distance shipment. It stands summer heat and winter cold without injury and is the heaviest yielder and the surest header of them all. We know of no Cabbage that combines so nearly all the good qualities that a Cabbage can have. Our advice to you is a plant the "Augusta Early Trucker" this spring. Packet, 10c; $\frac{1}{2}$ ounce, 20c; ounce, 35c; $\frac{1}{4}$ pound, \$1.00; pound, \$3.25 postpaid.

How to Grow Good Cabbage in the South

The first requisite is first-class seed of best American growth such as ours. Cabbage can be grown on almost any soil from heavy muck to light sandy soils if the light soils be heavily manured or fertilized. For summer and fall planting seed can be sown any time from July 15th to November 15th. In sowing Cabbage during summer the beds should be shaded during the hottest part of the day. For summer planting use 1 ounce of seed for 1,500 plants.

When plants have six to eight leaves transplant to open ground, setting deep enough so that first leaves are level with the ground. Set in rows two feet apart and eighteen to twenty-four inches apart in a row, according to the variety.

Cabbage is a heavy feeder. Most of the fertilizer should be worked into the soil before the young plants are set out. Give frequent cultivation, keeping the crop free from weeds or grass.

Most of the Cabbage crops in the South are grown with commercial fertilizers. In our section fertilizers containing 7 to 8 per cent phosphoric acid, 5 per cent ammonia and 5 per cent potash, have given the best results on Cabbage. It would be a good idea to also apply 1,000 pounds of Kainit to the acre. All fertilizer must be put in at least ten days before plants are set.



Early Jersey Wakefield Cabbage.

Early Jersey Wakefield

The Jersey Wakefield is the most popular extra early pointed variety for the market gardener and one of the most profitable extra earlies that can be planted. Frequently matures in 100 days from planting the seed. We sell immense quantities of this variety to the truck growers of the Carolina coast. Our special strain of Wakefield is unsurpassed. Some seedsmen charge \$8.00 to \$10.00 per pound for Wakefield cabbage. Actual test shows ours to be better than the \$10.00 stock. Buy of us at a fair price and get the best that can be grown. Packet, 5 cents; ½ ounce, 10 cents; ounce, 20 cents; ¼ pound, 30 cents; pound, \$2.00; postpaid.



Danish Ball Head. Danish Round Head.

Succession, Second Early

Succession is largely a market gardener's variety in many parts of the South, being used almost exclusively for shipment north. It is of rather large size, well flattened on top. In maturity it is almost 10 days later than Early Summer and Early Flat Dutch, but it is nearly double the size of those varieties. Is firm and solid, a very sure header and stands shipments to the north, arriving in good condition and color. Succession is a good variety and a favorite in many parts of Florida, Georgia, Louisiana and Texas for both spring and fall planting. We furnish you the highest grade obtainable in seed of this variety; there is no better at any price. Packet, 5 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.25; postpaid.

Extra Selected Charleston Wakefield

Same as Early Jersey Wakefield except that it is about one-third larger and heavier and matures ten days to two weeks later. Very sure and hard heading variety. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 60 cents; pound, \$2.00.

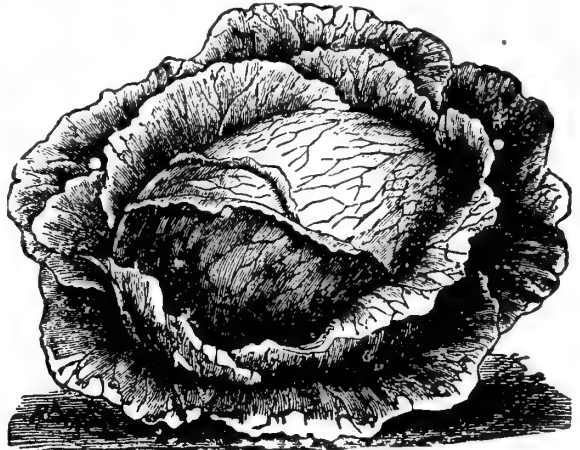
Letohatchie, Ala.

Gentlemen:—The seed I bought of you April 18th are up and growing fine. John Armstrong.

There is no stock at any price superior to our selection of Early Jersey and Charleston Wakefield.

True Stock Buncombe Cabbage

This variety grown as it has been for a hundred years or more in the mountains of North Carolina, as a winter crop, has attained a hardiness that no other cabbage has. It makes large, firm, solid heads. Seed should be sown from July to October for best results. It is perfectly hardy throughout the South. When our TRUE NORTH CAROLINA grown seed is sown, this stock is very carefully selected and far superior to the usual stock sold as Buncombe and which is not North Carolina grown. Under head of "Other Well Known Varieties" we offer this cheaper grade of seed. Price of True Stock, packet, 10 cents; ½ ounce, 20 cents; ounce, 30 cents; ¼ pound, 75 cents; pound, \$2.75; postpaid.



North Carolina Buncombe Winter Cabbag

True Danish Ballhead

Late—This variety has proven itself one of the very best winter sorts, being almost frost-proof, a sure header and makes a very hard, heavy head of excellent quality, a fine keeper and top price seller. Outer leaves are few, making it possible to grow them close together, thus getting a larger number per acre. Especially recommended for low, moist, heavy soil. Packet, 10c; ½ ounce, 15c; ounce, 25c; ¼ pound, 75c; pound, \$2.75.

True Danish Roundhead

An early type of ball head, about two weeks earlier. Has short thick stalk, round, very solid, extra heavy head, splendid quality. Especially recommended for high, dry, light soil; a splendid hot weather cabbage. Packet, 10c; ½ ounce, 20c; ounce, 30c; ¼ pound, 55c; pound, \$3.00.

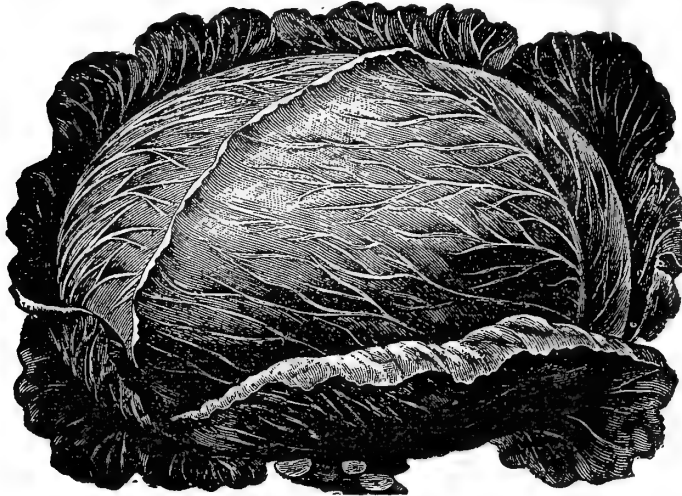
These two fine types of Danish cabbage are becoming more and more popular every year on account of their excellent flavor, their hardiness in resisting both cold and disease, and for their splendid keeping quality. Every one who grows them seems to make a successful crop, both in size of yield and price obtained. We made arrangements with the originator in Denmark two years ago to make a careful selection of seed for us of the very best quality and now offer this special stock to you, knowing it is unequalled in quality.

OUR CABBAGE SEED, EXCEPT WHERE OTHERWISE STATED, ARE ALL AMERICAN GROWN. THIS IS THE ONLY KIND TO PLANT.

Alexander's Cabbage Seed for the South

YOU NEED IT. WE HAVE IT. LET'S GET TOGETHER.

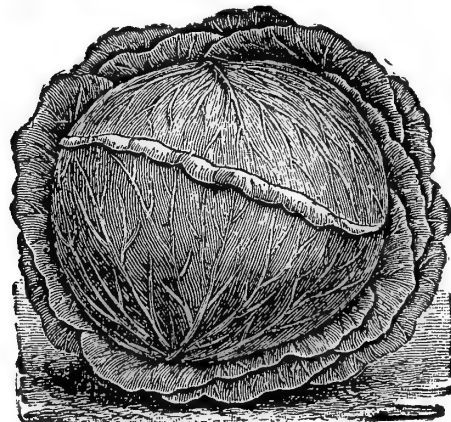
Let's get together on the Cabbage question. There is no crop grown that is so absolutely dependent on the quality of the seed as Cabbage. It is the most important of the Southern vegetable crops. Almost every truck farm has it and it is a standby in every home garden. We have not space here to go into details as to the sources of seed supply. The greatest danger is the cheap European grown seed that is used to make cut prices with. This makes either a complete or partial failure nine years out of ten when planted South through our climatic conditions. Your only safety is to use no Cabbage seed except of the best Long Island growth. Our Cabbage seed is grown for us by a Cabbage seed specialist who has spent a lifetime in the business and thoroughly understands our conditions here in the South. The seed we have has no superior and there is very little seed produced that is equal to it. It's just the kind of Cabbage seed you need to make a successful crop with. You can't get anything better if you pay \$10.00 per pound for it.



Alexander's Surehead Cabbage.

OTHER Well-Known VARIETIES

	Pkt.	½ Oz.	Oz.	¼ Lb.	Lb.
Buncombe Cabbage (Northern seed).	5c	10c	15c	45c	\$1.60
Early Eureka	5c	10c	20c	60c	2.00
Red Dutch	5c	10c	20c	60c	2.00
Premium Late Drumhead	5c	10c	20c	60c	2.00
Perfection Drumhead Savoy	5c	10c	20c	50c	1.50
Large Early York	5c	10c	20c	40c	1.30
Early Summer	5c	10c	20c	50c	1.50
All Seasons	5c	10c	20c	60c	2.00
Early Flat Dutch	5c	15c	25c	75c	2.25
Early Winningstadt	5c	10c	15c	40c	1.50
Green Glazed	5c	10c	20c	50c	1.50
Premium Late Flat Dutch	5c	15c	25c	70c	2.00
Volga	5c	15c	25c	80c	3.00
Alpha	5c	15c	25c	60c	1.50
True Extra Selected Danish Ball Head	5c	15c	25c	75c	2.75
Improved Early Drumhead	5c	...	20c	60c	2.25



All-Head Early Cabbage.

All-Head Early

This is the earliest of all large flat head cabbages. The heads are deep and remarkably solid, very uniform in color, form and size. It has very few outside leaves, and you can plant fully one thousand more plants to an acre than any other large variety. It is an excellent all-year-round variety. Packet, 5 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.50.

We have pleased particular planters all over the South for over a third of a century.

Alexander's Surehead CABBAGE

Our Surehead is the finest strictly main crop Cabbage on our list. It never fails to make fine large solid heads with few outer leaves. It's a strong vigorous grower, maturing two weeks after "Augusta Trucker" and is very regular in size, shape and color. It is a splendid variety for both spring and summer planting. It resists scalding sun and rains and is a good keeper, staying in good condition long after maturity. Invaluable for both home and market gardens and no Southern garden or truck farm should be without "Surehead" in 1912. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 60 cents; pound, \$2.00; postpaid.

Broccoli A vegetable very closely allied to cauliflower, from which it is supposed to have originated. Its general culture is practically the same as for Cauliflower, and in the South is considered a sure header. Many hold back on Cauliflower culture on account of the high price of Cauliflower seed. Broccoli is equally good in flavor and we recommend a careful trial of it.

Alexander's Early Market—Largest and earliest, pure white heads. Packet, 10 cents; ½ ounce, 20 cents; ounce, 35 cents.

Early Purple Cape—Heads light purple. Packet, 5c; ½ ounce, 15c; ounce, 25c.

Perfection Brussels Sprouts

Highly esteemed plant of the cabbage family. Fine for summer and fall planting South. Plants grow 2 feet high and a small head like a miniature cabbage forms at each leaf joint. These are of the finest flavor when boiled. Hardy in most parts of the South during the winter. Try a few of them in your garden this year. You will like them. Especially valuable for fall and winter use. Packet, 5 cents; ounce, 20 cents; ¼ pound, 50 cents; pound, \$1.50; postpaid.

LOOK FOR
BLUE
SEAL OF
QUALITY



Brussels Sprout.

Garden and Stock Carrots

Culture Carrots are one of the best of our root crops and are too little planted in the South. At this season, sow from January to April for spring and summer use. Sow thinly in drills 18 inches apart and cover about 1 inch, firming or rolling the soil if dry. Do best on light, deep, sandy loam. One ounce sows 100 feet of drill. Use 4 to 5 pounds per acre.

Danver's Half Long The most productive of all the half long varieties, often yielding 20 to 30 tons per acre on highly manured ground. Roots large, but of medium length as shown in our illustration, tapering abruptly at the point; very uniform in growth, very sweet, tender and of good flavor. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 60 cents; pound, \$2.25, postpaid.

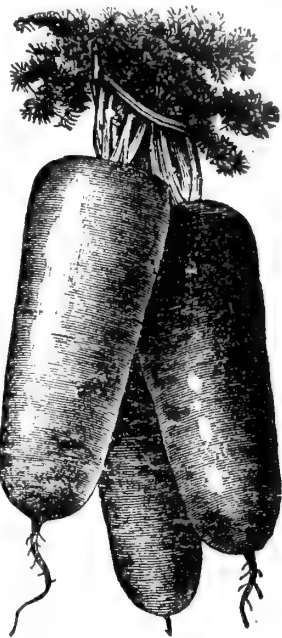
Chantenay A new stump rooted French variety, the best of its class. Unexcelled in productiveness and quality, very uniform in growth. Roots about 5 inches long, large at top and gradually tapering in very symmetrical manner to the base. Medium early and fine for both market and home gardens. Pkt, 5 cts; oz., 15 cts; $\frac{1}{4}$ lb., 60 cts; lb., \$2.25; postpaid.

Improved Long Orange The old standard and well-known variety, largely planted for general crop. In quality it is a table carrot but its productiveness is so great that you will find it profitable to grow for stock feed. Roots are long and require a deeply worked soil. Color a deep rich orange. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 60 cents; pound, \$2.25; postpaid.

Early Scarlet Short-Horn One of the most popular of the early varieties. Color a deep orange yellow; of a most delicious flavor and makes a splendid crop in light shallow soils. A favorite in both market and home gardens. Roots 4 to 5 inches long. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 60 cents; pound, \$2.25; postpaid.

Large White Belgian (For Stock Feeding Only.) The value of root crops for stock feeding is just being learned in the South. The large White Belgian is the greatest cropper of them all, having produced as high as 20 tons per acre. In the lower South they can be left in the ground and pulled as wanted for feeding. The use of carrots in connection with dry feed keeps the animals in good condition and in cows the flow of milk is greatly increased. If you feed stock through the winter plant the Belgian Carrot from February to April. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.00; postpaid.

CAULIFLOWER Cauliflower is a most delicious vegetable and should be planted more generally, especially along the Atlantic and Gulf coasts, where it does especially well. Sow seed from January to March and July to October. Transplant in wet weather if possible, to very rich soil, and cultivate early and often. Requires plenty of moisture when heads begin to form. $\frac{1}{4}$ ounce of seed produces about 500 plants. It matures in from 100 to 120 days from sowing. Try some Cauliflower this year.



Danver's Half Long.

"Dry Weather"

This splendid variety has been rightly named. While not quite as early as our Snowball still it will make much better and larger heads in dry seasons than any other. In spring plantings most years cauliflower runs up against hot, dry weather at maturity and that's where "Dry Weather" Cauliflower wins out. It makes where others fail. Packet, 20 cents; $\frac{1}{4}$ ounce, 65 cents; ounce, \$2.25; $\frac{1}{4}$ pound, \$3.50.

Early Snowball

The finest strain of Snowball Cauliflower grown. A fine cropper, producing very firm and beautiful heads of snowy whiteness. Of very close, compact growth, making it a splendid sort for either close field planting or forcing in frames. Packet, 15 cents; $\frac{1}{4}$ ounce, 65 cents; $\frac{1}{2}$ ounce, \$1.10; ounce, \$2.00; $\frac{1}{4}$ pound, \$7.75; pound, \$27.75.

Early Dwarf Erfurt

Earliest leaved dwarf variety either for forcing or open ground. Produces medium sized heads, very solid, pure white and of finest flavor. Packet, 15 cents; $\frac{1}{4}$ ounce, 50 cents; ounce, \$1.50; $\frac{1}{4}$ pound, \$5.00; pound, \$18.00; postpaid.

Early Paris White

The earliest heading variety and largely grown for home gardens. Does not grow as large as the Snowball and Erfurt. Packet, 10 cents; $\frac{1}{2}$ ounce, 30 cents; ounce, 50 cents.

There is money in Cauliflower if you plant the best seed. Ours come from the best grower in the world.



CELERY CULTURE

For early transplanting sow seed in May or June; for later crops, in July and August and even later further South. Plants should stand in seed beds until 6 inches high. Celery ground should be rich and moist with deep soil. Plant in rows 3 feet apart, and 3 to 4 inches apart in the row. In our section keep the earth well drawn up as the plants grow to blanch them properly. In the lower part of the South blanching by boards is necessary, as drawing up the earth causes "rusty" celery, which is unsalable. Celery is a heavy feeder and you can not expect satisfactory celery unless you use plenty of manure or commercial fertilizer. Seed beds should be partly shaded. Matures in from 120 to 150 days, according to seasons or location.

XXX Strain Golden Self-Blanching Celery

Celery Crop Shortest Ever Known.

This is without exception the best celery known for growing in Florida and the Gulf States section. The best testimonial we can offer you for our strain of this excellent variety is the picture, showing one dozen stalks. You will have no trouble in growing equally as good celery, if you will plant our XXX Strain Golden Self-Blanching Celery, French grown seed. It is very chunky, and in an entire field you will hardly find a dozen green stalks. It will make you large solid stalks when other strains are making hollow stalks. If you want the finest Golden Self-Blanching Celery plant our French grown XXX strain. Crop very short this season. Packet, 15c; ounce, \$1.25; ¼ pound, \$5.00; pound, \$15.50. American grown seed: Packet, 10c; ounce 60c; ¼ pound, \$2.00; pound, \$6.50.

Gentlemen: We have planted XXX STRAIN OF GOLDEN SELF-BLANCHING CELERY for years and have found it the best we have ever planted. Last season we grew 600 crates on a half-acre. The majority of it running four dozen to the crate, and all brought top market price. We have a picture of a dozen stalks that weighed 24½ pounds. How's that for fine celery?

MONTROSE CELERY FARM.

Florida.



- Alexander's White Plume** The earliest and most easily blanched variety. Our strain of this variety is claimed to be a perfect white and true to type. But few green stalks are found in our strain of White Plume. Requires but little drawing up of earth to properly blanch. Crisp, tender and of that rich nutty flavor so desirable in celery. This variety seems to do especially well in Georgia and South Carolina. Packet, 5 cents; ounce, 20 cents; ¼ pound, 60 cents; pound, \$2.00; postpaid.
- Giant Pascal** Large and strong growing variety, especially good for the lighter soils. Splendid keeping qualities and almost rust-proof. A good variety for beginners in celery growing. Packet, 5 cents; ounce, 20 cents; ¼ pound, 60 cents; pound, \$1.60.
- Flavoring Celery** Old celery seed, largely used for flavoring soups, pickles, sauces, etc. Ounce, 5 cents; ¼ pound, 15 cents; pound, 35 cents; postpaid.

Good "Old Time" Georgia Collards

True Long or Georgia

The old-time Southern favorite collard. It stands all kinds of hard treatment and neglect with little injury and is a sure cropper in the South. Can be grown on land so poor that cabbage won't head on it, and furnish a plentiful supply of leaves of good quality. Makes quite a head in cool winters. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents.

Improved White Georgia GENUINE

Also called cabbage collard on account of its close bunching growth and light green leaves resembling the cabbage—combining the hardiness of the collard with the whiteness and crispness of cabbage. You will never know how good collards can be until you try our Improved White Georgia. Packet, 5 cents; ounce, 15 cents; ¼ pound, 25 cents; pound, 90 cents.



Georgia Collards.

Tehema, Calif.—Please send your spring catalogue; we want to try your Rattlesnake melon; the Watson we got of you last season was fine, rather large, uniform in size, many running over forty pounds; an excellent yielder, without any strings or hard core.

J. R. B. RICKMAN & SONS.

"It's Equal to An Extra Hand on Your Farm"

The SOUTHERN RURALIST

That's what a regular reader of the Ruralist wrote the editor once. He told the truth, too, for if any man will read the Ruralist and put the good ideas he gets from it into his farm and garden operations he will get as much or more from it than he would from the labor of an extra hand.

The Two Men That Make It

Both of them are thoroughly practical as well as scientific men. Mr. Merriam has conducted both a truck and general farm in Fulton County, Georgia, for the last 15 years. He deals in daily practice with the same kind of soils you have; has to fertilize; has the same kind of insect pests and plant diseases to fight that you have, and tells you every issue of his successes, also his failures. No man who tries all the new things can help but make some failures, and Mr. Merriam tells you about his. It's just as important for you to hear about what "won't do," as about great successes. Mr. Merriam tells you both. His farm is known as the "Ruralist Farm."

Dr. H. E. Stockbridge is not only a thoroughly practical man, being the owner of a large plantation near Americus, Ga., but is also a scientific agriculturist; a man not only of national but international reputation. Not only has Dr. Stockbridge been Director of several of the State Experiment Stations, but was the organizer of the Agricultural Department of Japan, being engaged for four years in that work in Japan.

Dr. Stockbridge is a combination of the practical and scientific and in his writings in the Ruralist he imparts the great scientific truths of agriculture in language so simple that anyone can understand them.

While Mr. Merriam and Dr. Stockbridge are the responsible editors, they are ably assisted in the various special Departments by such able men as C. L. Willoughby and T. H. McHatten, of the Georgia Experiment Station and the State University and who have charge, regularly, of such subjects as Dairying, Live Stock and Horticulture. Dr. C. A. Cary, Veterinarian of the Alabama Experiment station, answers all questions relating to sick or diseased Live Stock; and Mr. F. J. Marshall, one of the most noted poultrymen of the South, has full charge of the Poultry Department.

During the year hundreds of articles are printed, written by farmers themselves on special subjects. The Ruralist pays out many hundred dollars every year for these special articles by farmer readers themselves on such subjects as **Labor-Saving Tools, Garden and Truck Crops, Increasing Yields of Cotton and Corn, Dairying, Forage Crops, Live Stock, Special Crops That Pay, Small Grains, Fruits, Farm Labor and Poultry.** Every one of these subjects is one of interest to every farmer in the South.

If you are a subscriber of the Ruralist you will have as good a chance as any one to win a cash prize, in a letter about some crop that you grow—whether it be the home garden, general farm crops, trucking, fruit growing, poultry or live stock of any sort.

The publishers distribute hundreds of dollars each year in these prizes, and you should tell them in your own way how to make the most money of the crop you find most profitable.

Owing to a ruling of the postoffice department, the Ruralist cannot offer us the same terms we have had in the past; we now have to pay more for each subscription, thus making it impossible to send the paper to you unless 25 cents is added to order for a year's subscription. You will be fully repaid for ordering it as the paper is certainly worth a dollar a year cash. We learn many things of value from it each month, and would pay a dollar for it quickly if we could not get it for less. When it comes to the comparative value of a good agricultural paper and a regular daily or weekly newspaper, based on which will help you most with your farm work—help you make better crops, and put more money in the bank, the first-class farm paper is many hundred per cent. more valuable than any newspaper. We should read both, but from a financial standpoint the good farm paper will prove most valuable of the two.

Our only object in offering this paper is to help our customers make better crops and we offer it to you at just what it cost us, 25 cents. Thousands of readers pay a dollar a year for it, that's about 4 cents a copy. Comes every other week.

WOULD YOU PAY A PENNY TO LEARN HOW TO MAKE A HUNDRED DOLLARS A YEAR MORE CLEAR PROFIT ON YOUR FARM?

A cent a copy is about what it will cost you. We know where a single copy of the Ruralist helped one already successful farmer to do this. None of us know all about farming, gardening, fruit-growing, the care of poultry and live stock; there is always something to learn, and the Ruralist is one of the best places to learn it, and it costs you about 2 cents a month; 25 cents for 24 numbers coming to you every other week.

Celeriac or Turnip-Rooted Celery. Produce turnip-shaped roots which may be cooked, sliced and used with vinegar, making an excellent salad. Also used for flavoring.

Erfurt Giant Celeriac. Packet 5 cents; ounce, 15 cents; ¼ pound, 50 cents.

Chervil An aromatic plant, used for seasoning; can also be cut up with lettuce when served as salad. Is sown in drills or broadcast in February for summer use. Packet, 5 cents; ounce, 15 cents; ¼ pound, 40 cents; pound, \$1.00; postpaid.

Endive Five salad plant used like lettuce. **Early Green Curled**—Leaves dark green, broad and curly, tender and crisp in quality. Packet, 5 cents; ounce, 15 cents; ¼ pound, 40 cents.

Corn Salad A delicious salad for winter use. **Broad Leaved.** Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents.

Water and Upland Cress

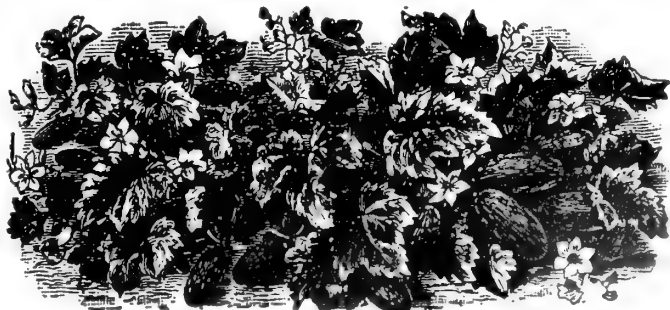
Sow upland cress in shallow drills. Make succession plantings, as it runs to seed quickly.

Upland Cress—Thrives in any good garden soil. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents.

Water Cress—Deliciously flavored, grows best in shallow running water. Packet, 10 cents; ½ ounce, 25 cents; ounce, 40 cents.

Dandelion Sow Seed in any good garden soil in February and March, in drills, thinning out afterwards to 6 inches apart.

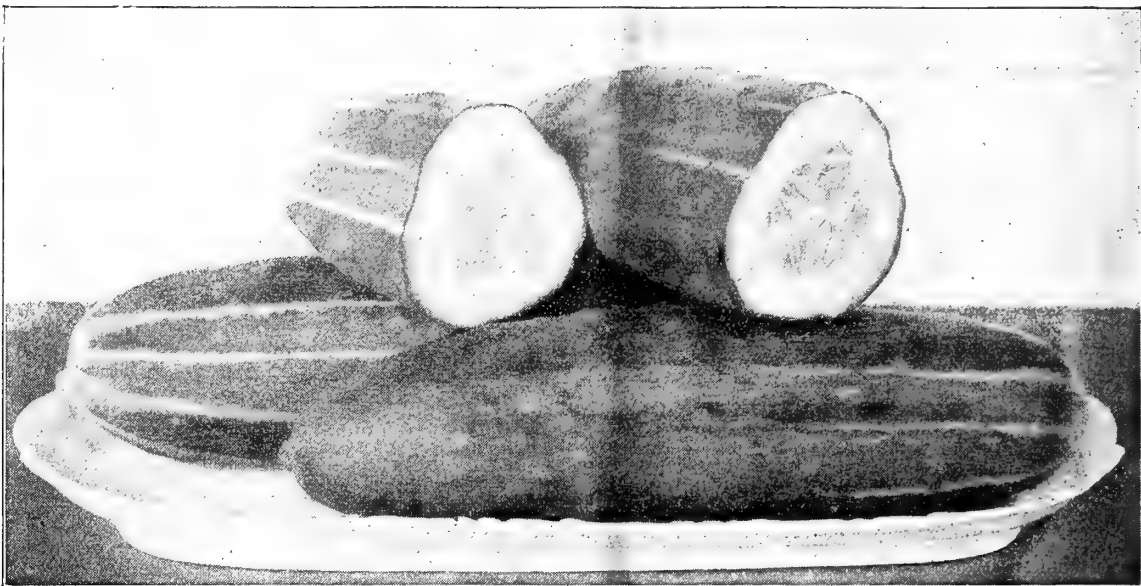
Improved Large-Leaved—Packet 10 cents; ½ ounce, 30 cents; ounce, 50 cents.



A Single Plant of Alexander's Everbearing Cucumber.
(See description and price on page 30.)

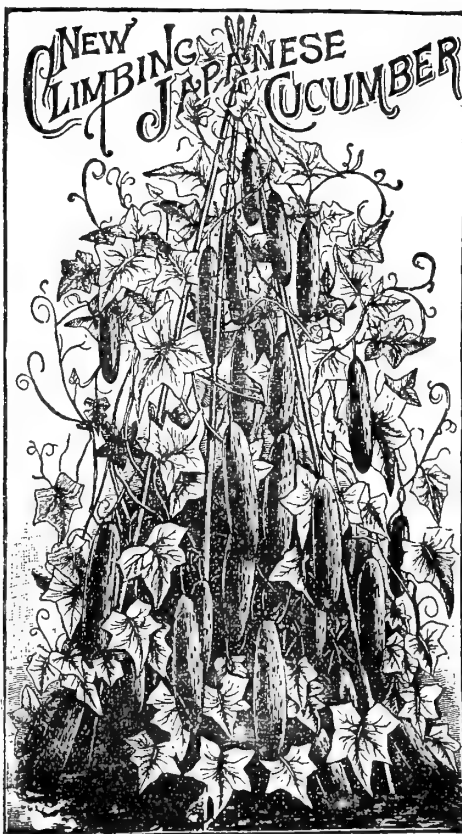
ALEXANDER'S CUCUMBER SEED

Culture Cucumbers are very tender and should not be planted until danger of frost is past and ground becomes a little warm. If planted earlier than this they should be protected. Plant in hills 4 feet apart each way, 8 to 10 seeds to each hill. When rough leaves have formed thin out to 4 plants in each hill. 1 ounce of seed plants 80 hills, 1 1/4 pounds per acre.



Alexander's Selected Arlington White Spine Cucumber

By selected Arlington we mean the first-class original strain that has always given such perfect satisfaction to Southern market gardeners and shippers and not the off-color, run-out stock so generally sold by Northern seed houses under the name of Arlington. The true Arlington is one of the finest White Spine strains. Almost every cucumber grown from it is perfect in size, shape and color. Uniformly medium to large in size, just right for a market and slicing cucumber. Can be used when small for pickles. Skin hard and deep green color. Packet, 5c; oz., 10c; 1/4 lb., 25c; pound, 65c; 10 lbs., not prepaid, \$6.00.



Japanese Climbing While this splendid variety can be grown in hills and allowed to run on the ground like other varieties and make splendid crops, they can best be grown on fences, poles or trellises, as they have a distinct climbing habit when given something to climb on and the product of a given area is increased three or four fold. The fruits are 10 to 12 inches long, of fine dark green color; flesh thick and crisp; never bitter; have very few seeds. Good for either slicing or pickling. Very prolific and when allowed to climb vines are well above ground and do not suffer from wet weather and insects. Continue to bear until fall. Try a few hills this year. Packet, 10 cents; ounce, 15 cents; 1/4 pound, 40 cents; pound, \$1.25; postpaid.

Early Fortune Southern truck growers have long wanted an extra dark White Spine cucumber for shipping, a cucumber that would hold its dark green color for a long time, a cucumber that stays plump and fresh looking after being shipped a thousand miles or so. Early Fortune is of a deep green color and don't show up white color before maturing as do most of the strains of White Spine that have been sold by Northern houses in recent years. This cucumber pleases every truck grower who plants it. Of fine shape, good size, regular growth and extra dark green color. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 25 cents; pound, 75 cents; postpaid. 10 pounds not prepaid, \$6.00.

Long Green An old and favorite variety in the South, largely used for home use and nearby markets and in some sections as a shipper. Fruits extra long and of a good size, holding its dark green color until matured. When 3 to 4 inches long they make fine pickles. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 25 cents; pound, 75 cents; postpaid.

Early Frame Popular early variety for home garden. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 25 cents; pound, 80 cents.

Chicago Pickle The best variety of all for pickling. Its small size, dark green color and immense productiveness make it a favorite for that purpose. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 25 cents; pound, 75 cents.

Everbearing A splendid variety for home use because of its everbearing qualities. The first cucumbers are ready very early, then the vines continue to bear and produce whether the ripe cucumbers are picked off or not. A single vine will often show cucumbers in all stages of growth, the small ones being dark green, perfect in shape. Fine for pickling or slicing. Packet, 5 cents; ounce, 10 cents; 1/4 pound, 25 cents; pound, 85 cents.

Burr or Gherkin For pickling only. Packet, 5 cents; ounce, 20 cents

Adams' Extra Early The standard corn. Of very dwarf growth and for success requires very rich ground or heavy fertilizing. Naturally small ears and its only value is in its earliness. Largely a market gardener's variety. Seed crop almost a failure this year. Packet, 10 cts.; pint, 20 cts.; quart, 35 cts.; postpaid. Peck, not prepaid, 75c; bushel, \$2.75.

Adams' Large Early Similar to the Extra Early, but larger, a surer cropper and 10 days later. Also largely a market variety and lacks the finer flavor of our "New Roasting Ear Corn" and the Sweet Corn. Seed crop very short. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, not prepaid, 75c; bushel, \$2.75.

Country Gentleman (Sweet)

Leading growers all over the country declare this variety to be the best quality of all varieties of sweet corn. Our own experience and that of several hundreds of our Augusta gardeners confirm this opinion. It is one of the finest flavored and makes from 3 to 4 good sized ears to the stalk when properly cultivated. Grains are small, much shriveled, but very deep. Cob very small. It matures in mid-season, after Adams' Large Early and just before Stowell's Evergreen. This, together with these two varieties, makes a splendid succession for family use, all of them being productive, strong growers, tender and of finest flavor. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, \$1.25; bushel, \$4.25.

Stowell's Evergreen (Sweet)

The standard main crop variety. Ears of large size, long and well filled. Under good cultivation it produces 3 to 4 ears to each stalk. Stalks large and strong. Grains of good size, long and deep; cob small and slender. This variety holds in good eating condition longer than any other and is adapted to all parts of the South for main crop. Packet, 10 cts.; pint, 20 cts.; quart, 35 cts.; postpaid. Peck, not prepaid, \$1.00; bushel, \$3.75.

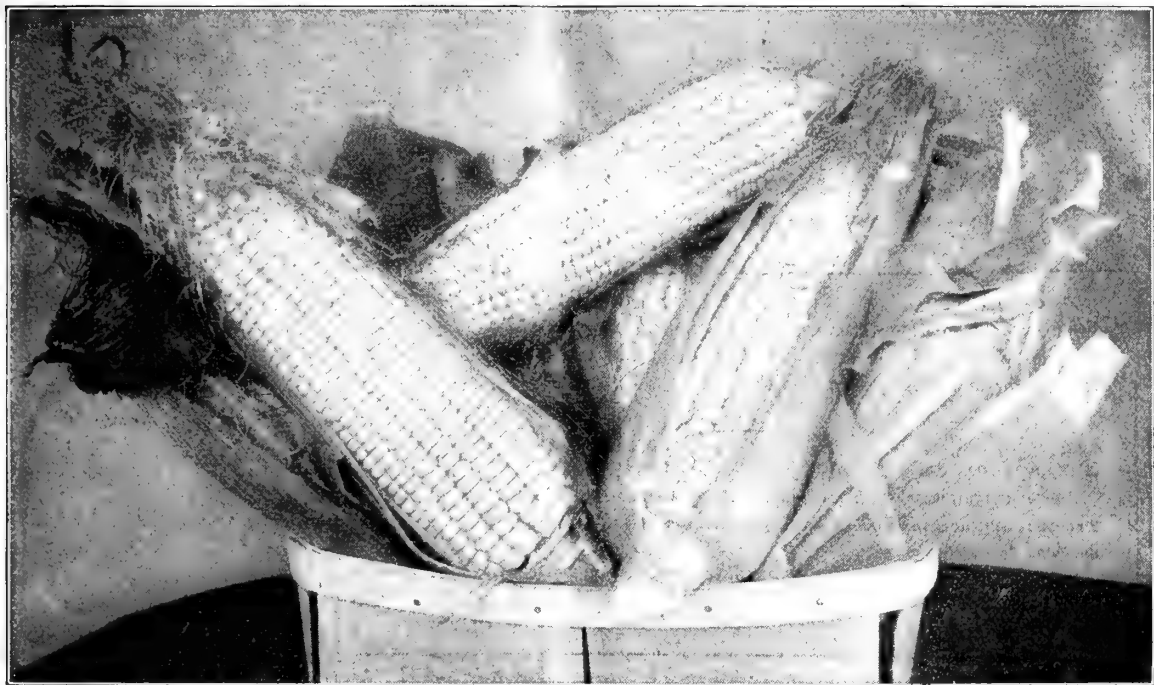
Black Mexican Late, dark-grained variety of finest quality of sweet corn for home use. Less subject to attacks of bud worm than other varieties. Packet, 10 cents; pint, 20 cents; quart, 35 cents; peck, \$1.25; bushel, \$4.75.

Alexander's Snowflake Corn

While properly classed as a field corn, we include it in this list for it makes splendid roasting ears. Of large size with deep grains and of a shape and appearance that make it most salable in our markets. A strong grower, maturing roasting ears in 75 to 80 days and averaging two ears to the stalk. Most valuable either for market or home use. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, not prepaid, 65 cents; bushel, \$2.25.

Field Corn

For description and prices of field varieties—see field corn pages.



Alexander's New Roasting Ear Corn

Our New Roasting Ear Corn is just what you need for earliest garden corn either for your own use or for market. It's neither a sweet corn nor a field corn, but just half way between. It's early as the Adams varieties, maturing corn fit for table use in 70 to 75 days from planting with good seasons. Grows 5 to 6 feet tall, makes two to three ears of good size and is a quick seller on any market. Grows and makes well in any good garden soil. It's something better than either of the Adams varieties, a surer cropper in the spring, larger ears and better quality. It's just what you need in your garden this spring. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, 75 cents; bushel, \$2.75.

Grow a Supply of Pop Corn for Your Boys and Girls

Essentially a crop for your children. Let the children have a patch of it this year, furnishing them corn to pop during the long winter evenings.



Golden Queen Long ears with round yellow grains. When popped the corn is creamy white and a single kernel frequently expands to an inch in diameter. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, by express, \$1.25.

Monarch White Rice Standard white grained variety, with slender, round pointed grains. Hard and flinty, popping finely. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, \$1.00, by express.

EGG PLANT

IMPROVED NEW YORK SPINELESS

A vastly superior type; the plants are of low, stocky, branching habit and absolutely free from spines. It is a very early and continuous producer of handsome purple fruits of the largest size and finest quality; the plants usually bear 8 to 10 immense fruits before being killed by frost. Such fruits as are large enough may be picked and stored in a warm, dry place at the approach of frosty nights and they will keep in good condition for some time. (See cut.) Price: Packet, 10 cents; ½ ounce, 20 cents; ounce, 30 cents; ¼ pound, \$1.00; pound, \$3.75.

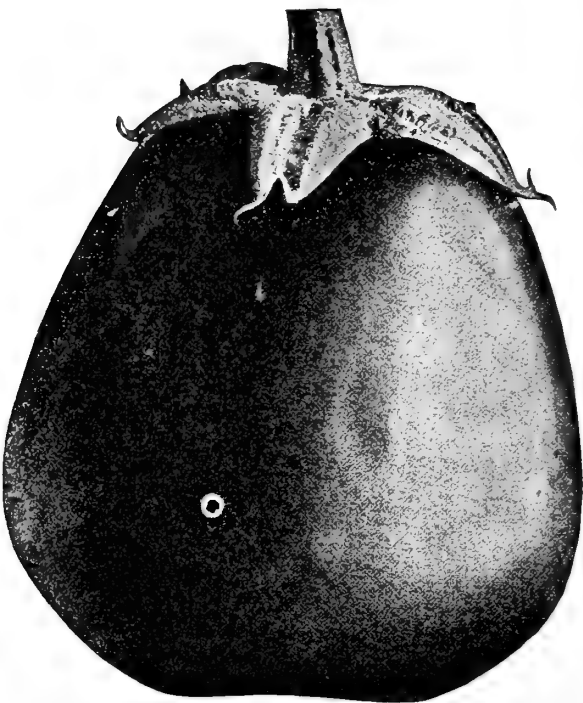
Improved Large Purple Egg Plant

Perfect stock of Improved Large Purple Egg Plant—purer, truer and better than has ever been offered before. It has a handsome shape, a fine dark purple color, beautiful form, large size, and is uniform, making it attractive for shipping and market use. Packet, 10 cents; ½ ounce, 20 cents; ounce, 30 cents; ¼ pound, \$1.00; pound, \$3.75.

BLACK BEAUTY EGG PLANT

Two weeks earlier than any other egg plant.

An entirely new variety and a splendid shipper. A novelty of remarkable merit. As large as the New York Spineless Egg Plant and two weeks earlier. Fine flavor. Most attractive appearance. Plants branch freely near the ground. Skin a rich, lustrous, purplish black. Satin gloss and rich coloring add greatly to the beauty of the fruit. The intense, brilliant coloring is uniform over the whole fruit and does not fade or change to a lighter color at the blossom end. The leavy leaves which attach the fruit to the stem are bright green, making a beautiful contrast with the fine dark color of the fruit. Thoroughly free from spines or thorns. Fruit sets freely. Coming two weeks earlier than the New York Purple Egg Plant, they readily bring double the price. Packet, 10 cents; ½ ounce, 15 cents; ounce, 35 cents; ¼ pound, \$1.25; pound, \$4.50.



Improved New York Spineless.

Moncure, N. C., July 31, 1911.

Gentlemen—I bought a 7-ounce Turnip Collection of you last year and had the finest turnips in this neighborhood. I send you \$1.25 for five turnip collections for myself and neighbors who saw your turnips last winter.

JNO. B. CLEGG.

Sparta, Ga., August 20, 1911.

Alexander Seed Co.

Please write me when I can get about 10,000 cabbage plants. I want Early Trucker, and nothing else if I can get them, as I know what it is. Please let me hear from you by return mail.

My 6-ear corn I bought from you takes well. I believe it will make about 50 to 75 bushels on one-half acre.

Yours for business,

JNO. T. CLAYTON.



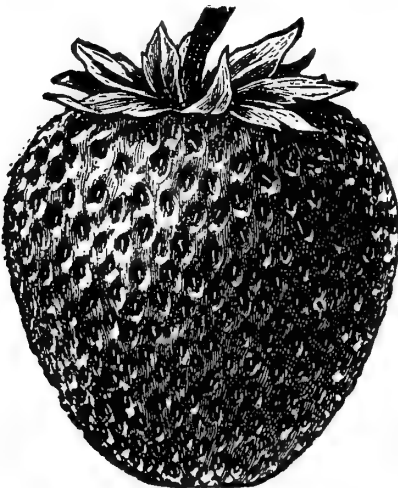
Black Beauty Egg Plant.

Alexander's Home Garden Strawberry Collection

Right here in the midst of the vegetable list we want to remind you of strawberries. No home garden is complete without them and there is nothing that gives so much pleasure and satisfaction as a good bed of strawberries. Easily grown anywhere in the South, they are within the reach of every one to whom this catalogue goes.

After years of careful tests this Home Garden Collection has been selected as being the very best varieties to give the best of quality combined with greatest quantity and running through the entire strawberry season. Three hundred plants, well cultivated, will give an ordinary sized family a plentiful supply of most delicious berries. This "Home Garden Collection" consists of 100 plants each of Excelsior Extra Early, (see illustration), Lady Thompson (medium early and long bearing) and Gandy (late). These 300 plants will be sent, all charges prepaid, to any of the offices of the Southern Express Company, for \$1.50, or to any office reached by any of the other express companies for \$1.75. Order them early and get them started before hot weather comes.

If you don't want as many as 300 plants, we will send 50 plants of each of the three varieties named, postpaid, for \$1.00. In ordering this Collection call for "Alexander's Dollar Strawberry Collection." These collections are great bargains.



LETTUCE

Lettuce can be grown almost every month in the year in our section. If you have hot beds or even cold frames you can produce fine big heads all through the winter months. In Florida and along the Gulf Coast it is grown as an open ground crop through the winter months. The best way to grow lettuce is to sow seed thickly in rich earth and when plants are well up transplant in rows 16 inches apart, placing plants 16 inches apart in the row. In this way it can be cultivated both ways. Use rich ground or else fertilize heavily. If you want crisp, tender lettuce, free from bitterness the growth must be very rapid. If lettuce is grown in above manner and head varieties used, you will not fail to make good heads. Sow 1 ounce of seed for 200 feet of row, 3 pounds per acre.

Improved Hanson A crisp leaved market gardener's favorite and much used in home gardens. Heads of medium size and of good quality. Splendid for spring, late summer and early fall. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00.

May King, Early Lettuce

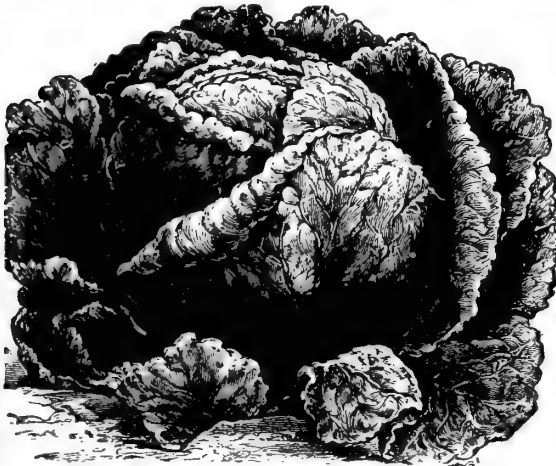
This is an extra quick growing variety, very attractive, and practically all head. Planted early in spring in open ground the plants quickly reach a diameter of six or seven inches with broad green outer leaves folding closely about the solid head; in cool weather the edges of the outer leaves are tinged with brown. The leaves, with the exception of the outer ones, are blanched to a rich yellow and have delicately rich buttery flavor. An extra fine shipper to any distant market on account of its firmly folded solid heads. This is one of the finest introductions in many years and one of our most popular sorts. Our seed stock is direct from the originator and of the best possible quality. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; postpaid.

Denver Market and Tennis Ball

Well-known varieties and favorites with many. Each: packet, 5 cents; ounce 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

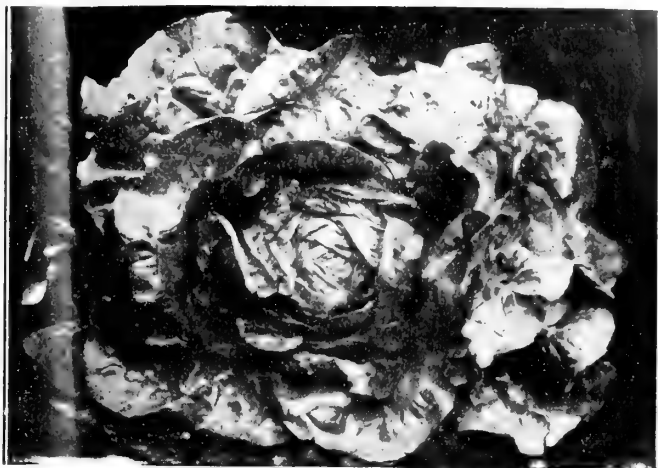
New York or Wonderful

A special favorite for all home and nearby market gardeners. It is really a crisp leaved variety that forms perfect heads of large size, two to three-pound heads being nothing unusual on rich soils with us. Very tender and free from bitterness. Outside leaves are of a rather light green shade, while the inside of the head is almost pure white. A good sort for either spring or fall planting in all parts of the South. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.



New York or Wonderful Cabbage Lettuce.

Romain (Cos) Our best French variety of Cos Lettuce. Heads long, conical and large; has a crispness and tenderness peculiarly its own. Tie up the heads to blanch properly. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.



Extra Select Strain Big Boston Lettuce, $1\frac{1}{2}$ lbs. to the Head.

Big Boston Head Lettuce--Special Extra Fine Strain

The standard market and shipping variety of the South is grown almost exclusively in some sections. Is a fine forcing variety for cold frames during winter months; also for growing in the open, as it produces heads of extra large size, often 20 to 24 inches across. 20 heads often fill a crate. It heads well at all seasons and the extra large, firm round heads stay in fine condition long after being cut, making it very popular for long distance shipments, bringing the best prices. We have had our grower work up a special extra fine strain of this lettuce; truckers in Augusta, Ga., Newfort and Charleston, S. C., and in Florida who have been planting the best stock offered by the most reliable houses, say it is the best strain in every respect that they have ever planted. Extra care is used in handling it to insure its reaching the planter absolutely pure. Price: Packet, 5 cents; ounce, 10c.; $\frac{1}{4}$ pound, 25c.; pound, 75c.; pound, \$2.50; postpaid.

Regular stock Big Boston as offered by other houses: Packet, 5c.; ounce, 10c.; $\frac{1}{4}$ pound, 30c.; pound, \$1.00; postpaid. 5 pounds, not prepaid, \$4.50.

California Cream Butter

A splendid variety of big heading lettuce, good for open ground planting at all seasons of the year. Fine sort for market gardeners and shippers. Heads are large and solid, the inside blanching to a beautiful cream yellow when properly grown. Outside leaves a dark shade of green. It is always crisp and tender, with a rich buttery taste. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid. 5 pounds, \$4.50.

Iceberg A beautiful, crisp leaved lettuce. Grows a long time before running to seed in the spring, yet always crisp and tender. Splendid for either open ground or forcing in frames. Heads hard, of conical shape and medium size. Inside of heads white, outer leaves light green. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00.

Black Seeded Simpson A market gardener's variety of decided merit and is also used in home gardens because of its heat resisting qualities. It stands burning sun without serious injury. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

MUSTARD FOR SALAD

New Chinese A splendid variety from China. Is the earliest, has the largest leaves and is the mildest in flavor of all the varieties listed. Perfectly hardy at Augusta. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 50 cents.

Fordhook Fancy Mustard.

A vigorous growing beautiful green leaf mustard. Leaves curl like an ostrich plume. Very productive and slow to run to seed. You do not know what good mustard is until you eat it. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00.

Giant Southern Curled or Creole.

The old standard Southern variety more generally used than any other. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 50 cents; postpaid.

Ostrich Plume An improved Southern curled-leaved, leaves much more curled than the old variety. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pounds, 50 cents; postpaid.

White and Brown Mustard.

Either: Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 15 cents; pound, 35 cents; postpaid.

Cantaloupes and Musk-Melons

Culture These should be more largely grown for home use and nearby markets than they now are in the South. Tens of thousands of acres are planted for shipment every year. Why not furnish your home demand as well? Cantaloupes do best in light, warm soils that contain plenty of vegetable matter. In heavy soils plant where cow peas or a similar crop has been grown the year before. Plant as soon as danger from frost is past in hills 6 feet apart each way. Plant 10 to 12 seeds to each hill to make sure of a stand. When first rough leaves show thin out to 2 plants in each hill. Work the soil frequently until the plants begin to run. After that pull up weeds by hand. Well-rotted stable manure is the best fertilizer, but if this is not obtainable use one pound of high-grade vegetable fertilizer to each hill, using care to thoroughly mix with soil and have it far enough down so that seed does not come in contact with fertilizer when planted.

MAMMOTH CANTALOUPE

RAISED AT TOCCOA, GA.

(From Augusta Chronicle.)

A cantaloupe weighing 19 pounds was presented to the staff of The Chronicle last night by Mr. C. E. Brush, of the Alexander Seed Co. The melon was raised by Mr. W. A. Couch, of Toccoa, Ga., and was of the Alexander Special selection of the Nixon variety.

Unlike most large melons, the meat was as sweet and firm as the little melons. Mr. Brush said that it was the largest melon he had ever seen of that variety.

The Nixon Our famous Augusta variety which originated here and has for years been the favorite large cantaloupe in our city. Combining large size with finest flavor, it is one of the best of all cantaloupes. For years we have kept this melon pure by the most careful selection. Often weigh 8 to 12 pounds. Is almost round shape, rough, deeply netted skin, thick meat of the richest possible flavor and sweetness. It is purely a Southern melon and has no equal for a main crop melon in the South. Wherever known it brings a fancy price in market. Seed supply very short. Packet, 10 cents; ounce, 20 cents; ¼ pound, 60 cents; pound, \$2.50; postpaid.

Montreal Market Next to the Nixon we consider this the best of the large varieties. Fine, spicy flavor. In shape almost round, but flattened at each end. Grows to large size (10 to 15 pounds), but requires the best of cultivation. Skin green, deeply ribbed and well netted. Flesh very thick, light green and very sweet. Packet, 5 cents; ounce, 15 cents; ¼ pound, 45 cents; pound, \$1.50; postpaid.

Extra Early Hackensack A favorite large extra early melon of fine flavor that does well for early crops. Weighs 5 to 8 pounds. Packet, 5 cents; ounce, 15 cents; ¼ pound, 45 cents; pound, \$1.50.

Genuine Rockyford

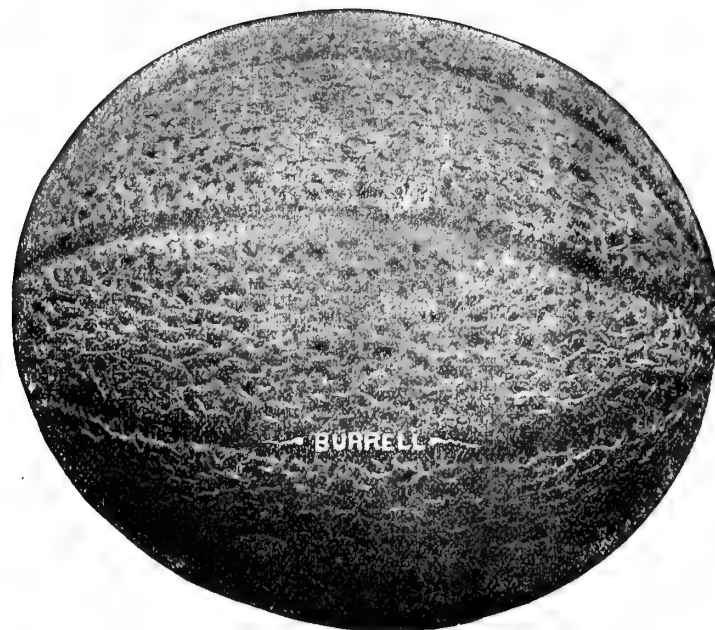
Is now the most popular and valuable EARLY cantaloupe grown in the South either for home use or market. Thousands of acres of this variety are grown every year for Northern shipment. Our illustration shows its heavy netting and regularly ribbed form. It has thick green meat of the most excellent flavor. It is just the right size for shipping or market use (packing 45 to the crate) and it is the earliest of all good quality cantaloupes. For home use you will find it most desirable.

The greatest possible care is taken in the production of our seed of this variety. It comes from the Rockyford, Colorado, district which has the reputation of producing the finest cantaloupes in the world. The greatest possible care is taken to save seed only from perfect melons of the standard size, and, if you plant Alexander's seed of the Rockyford you will have a crop that you will be proud of. It's the seed that will produce a paying crop for you, no matter whether you grow for market or home use.

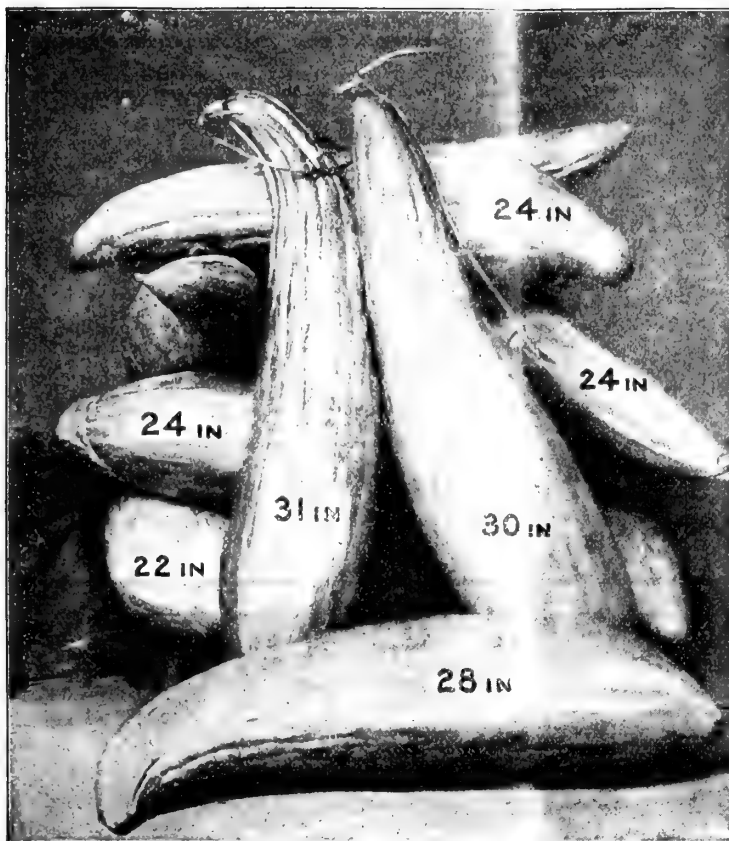
There are thousands of pounds of Rockyford seed on the market saved from the Southern and Colorado crops after shipping season ends. It is offered at almost any price and we have refused dozens of offers of this class of seed every summer and fall. Look out for this class of seed. You cannot afford to plant it if it was given to you free. Our seed is from crops grown exclusively for seed purposes. It is select seed. Packet, 5 cents; ounce, 10 cents; ¼ pound, 30 cents; pound, \$1.00; postpaid, 10-pound lots or over, not prepaid, at 75 cents per pound.



Two of our Nixon Cantaloupes grown by Mr. W. A. Couch, of Toccoa, Ga. Read clipping from Augusta Chronicle. The above photograph was received from Mr. Couch later.



Our Banana Muskmelon



Alexander's Banana Muskmelon.

We have, after many years' effort, secured a supply of seed of the true Banana Muskmelon with its fine banana-like flavor. The illustration, taken from a photograph of the melons produced on a single vine in our seed crop, shows the shape and length of our first-class strain. Just think of melons 24 to 31 inches long. Banana will grow and make on poorer land than any other variety and will stand summer sun without injury and furnish you melons long after all other varieties are gone. It should be in every home garden in the South, both for its fine eating qualities and for late use. Our seed supply is very limited. Packet, 15 cents; ounce, 25 cents; $\frac{1}{4}$ pound, 80 cents, postpaid.

Early Netted Gem

This melon is just the same as our Rockyford except in shape, which is perfectly round. The melons are extra early, very regular in size and shape, well ribbed and heavily netted. Flesh is very thick, fine flavored and greenish color. Very desirable for either home or market use. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 80 cents; postpaid.

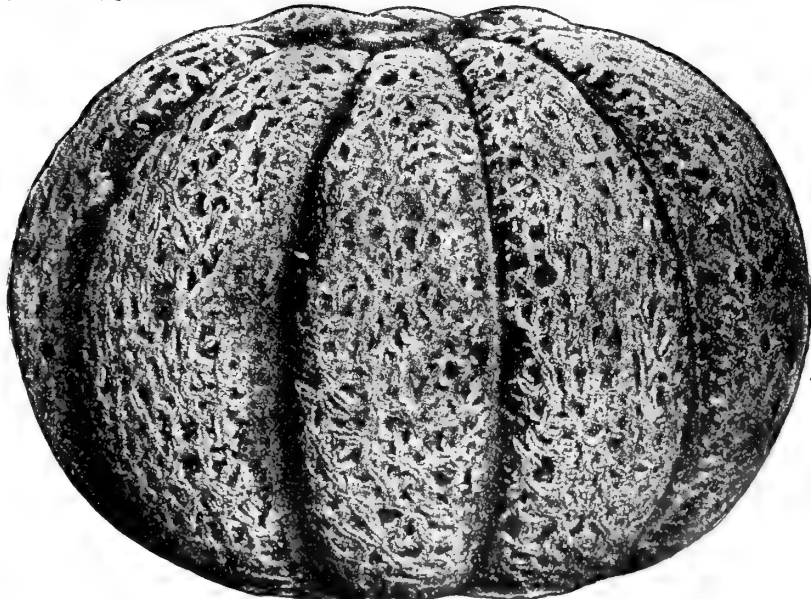
The Banquet

A fine melon for the South. A medium-sized melon of perfectly round shape. Its skin is densely netted over the entire surface, making it almost impervious to the attacks of squash borer and like insect pests. It is exceedingly prolific and of excellent quality. The foliage is very dense, shading the melons; almost entirely free from sun scald. It is almost insect and sun proof. A most excellent all round variety for either home use or shipment. Packet, 5 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 40 cents; pound, \$1.25.

Augusta Market This exceptionally fine melon was introduced by us in 1896. In this cantaloupe we get uniformly large sized melons of regular shape. Flesh of greenish white color, granular in texture, well netted, and the rich, spicy, sweet flavor so desirable in cantaloupes, and so seldom found. You will find all the desirable qualities of the nutmeg class combined with large size in the Augusta Market. Melons weigh 8 to 12 pounds each, and a more delicious melon we never tasted. Seed supply very limited. Packet, 10 cents; ounce, 25 cents; $\frac{1}{4}$ pound, 60 cents; pound, \$2.00; postpaid.

Fordhook or Sweet Martha Muskmelon

A wonderful combination of all the good qualities of two good melons, the Emerald Gem and the Jenny Lind. From the Emerald Gem the Fordhook has inherited that most luscious and much desired salmon flesh, but differs from the Gem in that the flesh is very thick and solid, having a very small seed cavity. The thin emerald green rind having the deep netting of the Improved Jenny Lind, is very firm and consequently is an ideal shipper, carrying to most distant markets in perfect condition. The flesh is extra thick, very fine grained, salmon orange color, and of a sweetness and flavor unsurpassed. On a dull market Sweet Marthas are always in demand and always sell at a premium. You miss a treat if you don't plant a few Sweet Marthas in your garden this spring. Our stock of seed is direct from the originator. Price per packet, 10 cents; ounce, 30 cents; two ounces, 50 cents; $\frac{1}{4}$ pound, 85 cents; pound, \$3.00; postpaid.



Fordhook or Sweet Martha Muskmelon.

Georgia Watermelon Seed

is the finest in the world and we are situated right here in the very center of the best watermelon lands of Georgia. The Augusta section is the one that made Georgia famous as a watermelon-growing State, and our fancy selected seed is grown for us strictly in the Augusta District. No other section produces such fine melons as this; nowhere does the seed reach such perfect development; nowhere are there melon-growers that take such pride in careful selection to preserve the purity of strain.

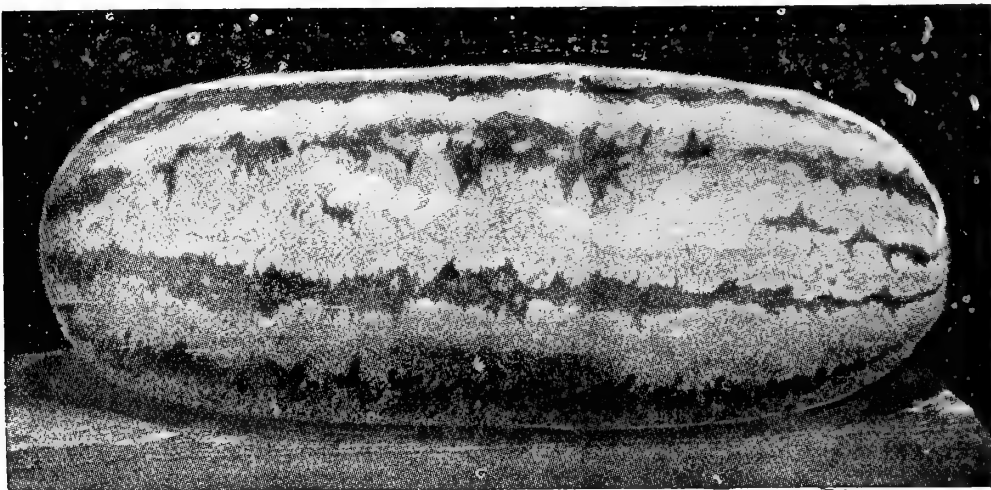
Now a word of caution about melon seed. Our seed is from crops grown exclusively for seed. Not a melon is sold or shipped from our fields. The fancy seed is saved only from large melons of perfect shape. You get the best that is possible to produce when you buy from us. It is our great specialty.

Don't be fooled into buying "cheap" melon seed. There are tens of thousands of pounds of "cull" seed saved from Southern shipping crops every year; seed from the refuse melons. It is offered at from 25 to 50 cents per pound, but not a pound of it is fit to plant if you want good melons. We don't sell that kind of seed. We have none but the best seed that will make you good crops of large perfect melons.

Culture Melons do best in rich sandy loam soil, but where this is not obtainable they can be grown on clay lands on warm, sunny hill-sides. The best fertilizer is well rotted stable manure. The hills should be 8 to 10 feet apart each way. Give deep plowing and thorough cultivation, reducing the soil to a fine condition. Water-melons do not root very deeply, but they do spread. In applying fertilizer spread it to a considerable distance, say 3 feet out from the center of each hill. It is well to encourage this natural tendency to spread the roots. Where it is necessary to use commercial fertilizer use one as near the following formula as possible: Nitrogen, 3 per cent; Potash, 8 per cent; Phosphoric Acid (available), 8 per cent. This formula has given the best results on melon lands. Use 2 to 3 pounds of the above formula to each hill, working it in and mixing thoroughly with the soil. This should be done 10 days to 2 weeks before the seed is planted. First plantings can be made as soon as soil gets warm in the spring, and succession plantings can be made up to June in this latitude. Plant 8 to 10 seeds in each hill, thinning out, after the rough leaves have formed, to the 2 strongest plants in each hill. Cultivate lightly until runners come out well into the middles. If large weeds come up, cut them off. Do not pull them up, as it disturbs both the roots and the vines. The vines after they begin to run should never be moved or disturbed. It always injures the crop. When there are plenty of blooms on the plants pinch off the ends of the runners. Where extra large melons are desired leave only 1 plant to each hill and only one or two melons on each vine.

7-Ounce Melon Collection 50 Cents, Postpaid

One ounce each of Fancy Selected Augusta Rattlesnake, Alabama Sweet, Carolina Bradford, Pride of Georgia, Duke Jones, Seminole Watermelon and Rockford Cantaloupe delivered by mail for 50 cents. At full Catalogue Prices this splendid collection would cost you 85 cents. It gives you an all season's supply, early, medium and late melons. Send now.



\$117.00 Per Acre Melons
 "Planted one acre of your Rattlesnake and made finest crop of melons in my life (40 years). Sold \$112.00 melons for cash and \$5.00 seed."—W. E. Hay, York Co., South Carolina.

Alexander's FANCY SELECT Augusta Rattlesnake

Our Augusta Rattlesnake is the finest main crop watermelon in the world, the variety that made Georgia famous as a melon growing State, and the Augusta section is the only one where it is grown in all its old-time purity. It's a standard in every Southern market, selling easily when other varieties won't move. It has a specially sweet flavor all its own, making the most delicious eating on hot summer days. Melons grown from Augusta seed are large, often reaching 70 pounds. Other varieties often do not sell on this market when "Rattlesnakes" are to be had. It has taken numerous prizes at fairs and expositions and is known everywhere as the finest of all main crop melons. There are few people in the South that don't know the Rattlesnake watermelons, but there are very few of them that know just how large, sweet and fine flavored they are unless they have had them grown from fancy select seed from our Augusta section. We have the right seed. Packet, 5 cents; ounce, 15 cents; ¼ pound, 30 cents; pound, \$1.00; postpaid. 10 pounds, not prepaid, \$9.00.

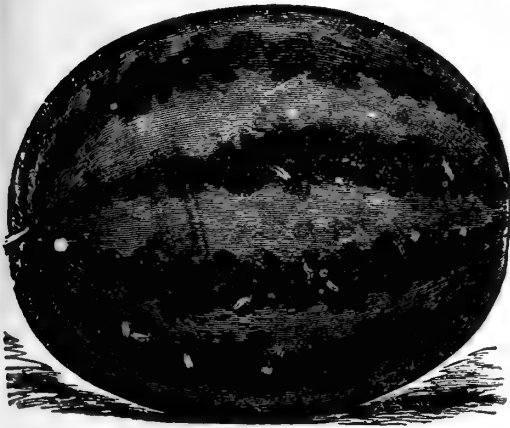
Triumph, the Biggest of All If you want to grow the biggest melon plant the Triumph, 60 to 70 pound melons are common and one Triumph was raised in South Georgia weighing 150 pounds. Good shipper and an early variety. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents; postpaid. 10 pound lots or over at 50 cents per pound.

The Jones or Philip Jones This big melon originated in Burke County, Georgia, and is known under both names. Color of the skin is a solid dark green and flesh is bright red, being particularly sweet, juicy and melting and free from stringiness. In shape it is almost round and has the peculiarity of almost always lying on the blossom end while growing. Melons average large to very large, often weighing 70 to 80 pounds. For home use it is very good and for nearby markets its handsome appearance makes it an easy seller at good prices. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 70 cents; postpaid.

Our Wonderful New Shipping Melon

**87 Acres Netted
the Originator
\$6,300.00**

Alexander's New Early Shipper



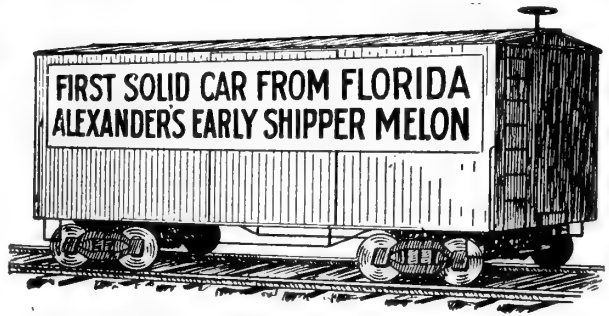
Testimonials.

One of the most reliable commission men of New York says of this melon as follows: "We have a very high opinion of its quality. It has a good flavor, carries well and there is no doubt it will be a leader in the future."

A large Boston commission house writes as follows regarding it:

"We handled 50 cars of this melon the past season. The quality of the stock was so good that our customers spoke highly in praise of it. We paid as high as \$200.00 a car at loading point."

As our thousands of customers know, we have introduced a number of leading melons, among them the celebrated **WATSON**, and we have never recommended a variety that did not prove a **BIG MONEY MAKER** for our customers, and we consider our "**ALEXANDER'S NEW EARLY SHIPPER**" the best of its type.



THIS CAR SOLD FOR \$375.00

These melons were shipped in 87 days after the seed were planted.

Alexander's New Early Shipper Watermelon

This is the wonderful new melon that will revolutionize the melon industry in the South. It is not only popular with the planters who have tried it, but is popular with the commission merchants, the retailers and, best of all, with the consumers. It has to be seen to be appreciated. It is a large, sweet melon, that will average through the field from 35 to 40 pounds each. The general shape and appearance is shown by the above photograph. It is the earliest of any of the large shipping melons we have tested. It has a tough rind, which insures good shipping qualities, and has a brilliant red flesh that is crisp, and has a delicious flavor. The color is very dark green with a faint darker green stripe. It is the earliest melon that gets the high prices, and we can assure any Southern planter who puts in his crop of this melon that he will get the cream of the early prices. We have tested all the different varieties alongside of it and we can truthfully say "**We have never seen its equal.**"

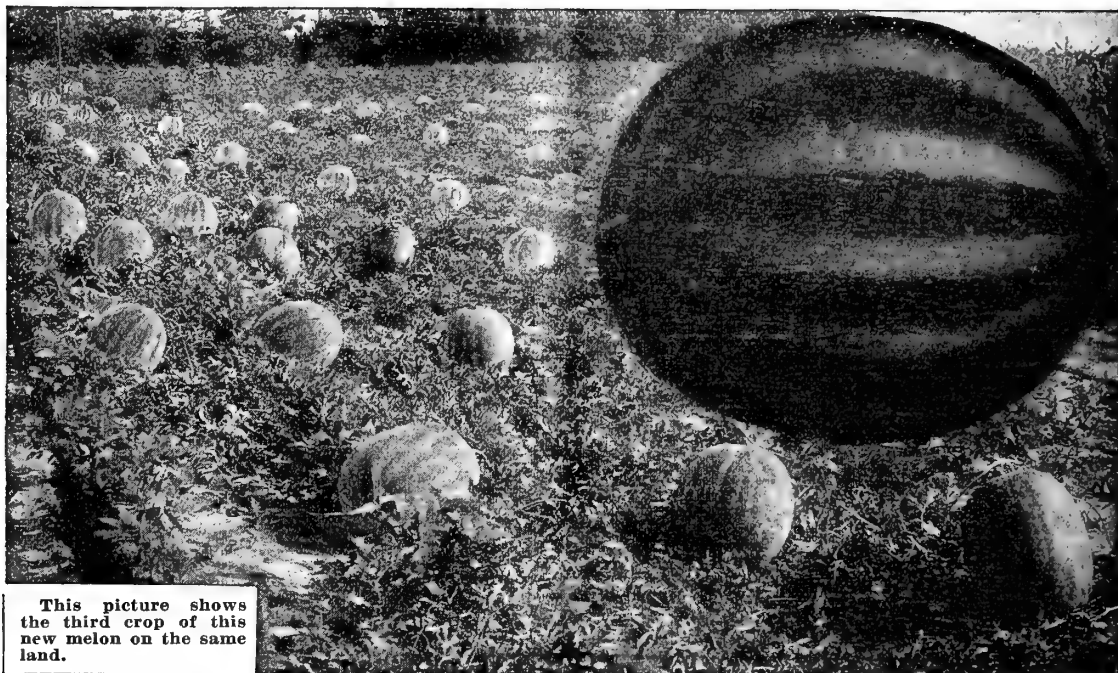
Originator's Seed. We have five hundred pounds of these seed furnished us by the originator that were taken from melons that ran from 65 to 95 pounds in weight. This small stock will not last long, so send your order at once. **Price:** Packet, 10 cents; ounce, 20 cents; $\frac{1}{4}$ pound, 60 cents; pound, \$2.00; postpaid.

Alexander's Great New Watermelon

"The Invincible" or Wilt Proof

Shipping Melon of the first-class, a heavy and sure cropper. A good, crisp, red meat, sweet melon. Fine for home or market.

The only melon that will grow where other melons will not grow.



This picture shows the third crop of this new melon on the same land.

This will prove the greatest introduction in melons offered in many years. It supplies a variety that is badly needed by melon growers everywhere. We call this melon "INVINCIBLE" because it is invincible to the dreaded wilt disease or melon blight, and its superior quality makes it invincible on the market in competition with other melons of this type when offered for sale.

It has taken nearly ten years to perfect this wonderful melon and the supply of seed is very limited this season.

The following words are an extract from a letter written November 11, 1909, by the originator of our "Anti-Wilt" melon: "The accompanying photographs were taken in one of our breeding plots of the 'Wilt-Resistant Melon. They show very well its disease resistance, productiveness and good appearance.'"

Note carefully the fine shape of the melon and the large number produced on land that has been continually planted in melons for years. Thousands of melon growers will plant no other than Alexander's Georgia Grown melon seeds, because the stock is always first-class, and because they know from experience that it is not safe to plant any but the very best. Several of our customers have watched the development of this melon from year to year.

One of our customers to whom we have sold many hundred dollars' worth of seed and who is one of the most successful melon planters and truck growers in the South, a man who has grown and shipped hundreds of carloads of melons, has watched it from the start, over nine years ago. We wrote him for an expression of his opinion on the melon, as we feel that his opinion after his long observation of it and also having planted it for the past three years, would be all the indorsement that anyone could wish for. He replied: "I have planted a few for the market for three years; they carry and sell well. The crops were fine and big money makers. This year planted on land that has been planted three times, in fact, have never planted on any but infected land. In shape the melon is not so oblong as Eden, hardly so round as Kolb Gem; is just right for shipping. Vine is extra vigorous and prolific. Flesh red, crisp, sweet. Rind not thick, but very tough. Ships well and keeps a long time after being pulled." That is what one of the South's most expert melon growers says of it and with our own indorsement of the melon you can rest assured that it is all right. As the supply is limited better send in your order at once. Price: Packet, 15c; ounce, 50c; 1/4 pound, \$1.25; 1/2 pound, \$2.75; pound, \$5.00.

Why Alexander's Melon Seeds are Best

As all melon growers know AUGUSTA GROWN MELON SEED are the best money can buy. Of course there are lots of cheap seed sold as Augusta and Georgia grown, that never see Augusta or Georgia. Also there are lots of worthless seed shipped from Augusta and Georgia that come out of cull melons, after the best melons have been shipped. Our seed are grown by an expert grower, and we never save the seed from anything but perfect melons. Our Augusta Grown Seed may not be the cheapest, but it is the best, which is the cheapest in the end.

ALEXANDER'S MELON SEEDS ARE THE MOST CAREFULLY SELECTED AND PUREST SEED YOU CAN BUY.

Alexander's Famous "Watson" Watermelon



Big Sweet Watermelons

Don't they taste good in those hot June and July Days? Time to buy seed of them now.

This is a photograph of Alexander's Watson Watermelon, the Genuine, Thoroughbred, True Type of this famous variety which was introduced by the Alexander Seed Co. in 1906

Each year since then we have been carefully selecting, strengthening and improving its good qualities. It was an excellent melon when we first offered it and immediately became one of the most popular long varieties, both for home market and for long distance shipment. We have received a great many letters from customers who have planted it and made big profits; a number of them have been published in previous catalogs. We now have enough testimonials about the fine results obtained by our customers, who have planted this variety, to fill up several pages of this catalog. It is now so well and favorably known in almost every State, we suppose there are few who do not know its fine qualities.

The following short letter from a Georgia customer is a typical expression of the general opinion of Alexander's Watson Melon. Mr. A. D. Conner, of Thomas county, Ga., wrote: "I can say that Alexander's Watson melon is the finest I ever grew. They are the very best eating quality and a fine shipping melon. You can not overrate it. I shipped one car to Cincinnati, and they say it was the finest car of melons and arrived in the best shape of any car ever sent to that city." We have had hundreds of the same kind of reports from Florida to Virginia, Tennessee and Texas, everywhere it has "made good." By our careful breeding and selecting we have, in addition to keeping its original fine points, improved and strengthened its many good qualities. The most important point which you now have to consider is not whether it will pay you to plant this variety, for there can be no doubt about that, but as to where you should buy the seed to get the best. There is always plenty of low grade seed offered at low prices; we have received hundreds of offers of seed in quantities of from five pounds up to a thousand—seed that has been saved from small garden crops and crops planted for shipping. Some of that seed may have been good, but WE can not risk OUR reputation by buying up seed we know nothing about, and you can not afford to risk your crop by planting such seed. Usually several varieties are grown in a neighborhood, so they are sure to be mixed, and seed are only saved after all the best melons are sold.

Remember, Alexander's melon seed is saved only from crops planted with the very purest, thoroughbred seed and at such a distance from any other variety that they can not mix. These crops are grown for seed only and only perfectly shaped, fully developed, ripe melons which are free of disease are used in selecting our seed. The thoroughbred, pedigree stock of Alexander's Watson melon seed, which we offer, is the most carefully selected seed of this variety obtainable, is earlier, more prolific exceedingly sweet and perfectly shaped and is as near absolute perfection in this variety as may be found. It is a long, solid, extra dark green melon of large size, with red flesh of the most tender and delicious eating qualities. If you wish to be sure of having the earliest, most perfect and profitable crop of Watson melons in 1912, plant Alexander's Thoroughbred Seed. You are insured then against a mixed, diseased and inferior crop and sure of getting the highest market price for all of your melons. To protect our customers and ourselves we will hereafter sell this perfected strain of seed only in sealed packages.

The demand for our Watson melon seed has each year been greater than the supply, and each year we have completely sold out and refunded money. We do not like to return the money, but it is a matter of protecting our reputation and gaining the confidence of all seed buyers. It will, therefore, be advisable to order early. Price, packet, 10 cents; ounce, 15 cents; ¼ pound, 40 cents; pound, \$1.25; postpaid. Not prepaid, \$1.00 a pound in ten-pound lots and over.



My Pa Raised These from "Alexander's Selected Seed"

ALEXANDER'S SELECTED FLORIDA FAVORITE MELON

Our extra select strain of this popular shipping melon cannot be excelled, no matter how much you pay for the seed. There are cheaper seed on the market, but none that will give you melons that are as true to type (rind of medium thickness, tough, dark green color, with irregular stripes of lighter green). You can see by the picture that our Florida Favorites are true to type and are not mixed with round melons. If you want the Best Florida Favorites in your neighborhood, plant Alexander's Augusta Grown Select Strain. Pkt, 5c; oz., 10c; $\frac{1}{4}$ lb., 30c; lb., \$1.00; 10-lb. lots, 80c lb.

GEORGIA WATERMELON SEEDS THE BEST

Seminole A splendid melon from Florida found originally among the Seminole Indians. It is the earliest of the long varieties, sometimes green and sometimes grey. Seeds brown, flesh red, very tender and sweet. One of the best Southern melons. Fine for home use and nearby markets. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 75 cents; postpaid.

Augusta Sugar Loaf A favorite in our Augusta local markets. An extra long greenish white melon with crisp, tender, red flesh and very thin rind. Very large, often weighing 60 to 70 pounds. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00; postpaid.

Kleckley Sweet Another popular and early melon, a favorite wherever known for home and nearby market use. Vines strong and vigorous, melons of medium size and oblong form, being 18 to 24 inches long and 10 to 12 inches through. Skin is very deep, rich, dark green, making a handsome appearance in market. Flesh is bright red, ripening up close to the skin, the rind seldom being over $\frac{1}{4}$ inch thick. Flesh is crisp, extra sweet and melting, entirely free from stringiness. Undoubtedly one of the best early table melons grown. No garden is complete without it. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, \$1.00. 10 pounds lots and over, not prepaid, at 80 cents per pound.

Umatilla, Fla.
I want 15 pounds of the very best improved Florida Favorite Watermelon Seed. About 12 or 15 years ago I commenced getting that strain of seed from you and they proved to be better than could be gotten anywhere else. So I got all the growers of Umatilla to try your seed and they proved satisfactory, so now they all bank on your seed. J. H. BRACEY.

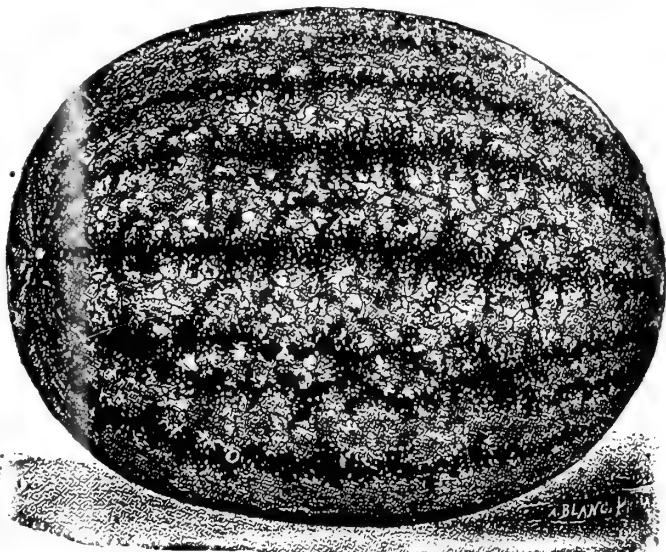
Madison, Fla.
Last March I sent you an order for 5 pounds of Florida Favorite Watermelon Seed, and they did so well that I enclose same amount as before and will ask you to duplicate my last year's order.

A. F. HARLEY.



Eden, the Great Shipper

A splendid shipping watermelon extensively planted in the Carolinas, Georgia and Florida. Fifteen hundred acres of Eden were planted at one point in Florida. In appearance it resembles Kolb Gem, but it has light-colored seed and a sweetness of flesh almost equal to our Augusta Rattlesnake. The combination of excellent eating and shipping qualities make it a quick seller at high prices on Northern markets. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 55 cents; postpaid, 10-pound lots or over, 45 cents per pound, not prepaid.

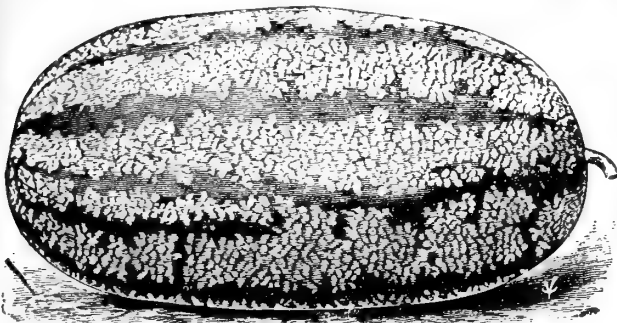


Blue Gem or Gloussier

Really a blue Kolb Gem and far superior to the old Kolb Gem. It has all the good shipping characteristics of the Kolb Gem and much handsomer appearance in market. Dark bluish green color. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 55 cents; postpaid, 10-pound lots or over, not prepaid, at 45 cents per pound.

Pride of Georgia

Old time favorite Georgia variety. For home use and local markets. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 60 cents; postpaid.



Alexander's Carolina Bradford Watermelon.

Our Carolina Bradford

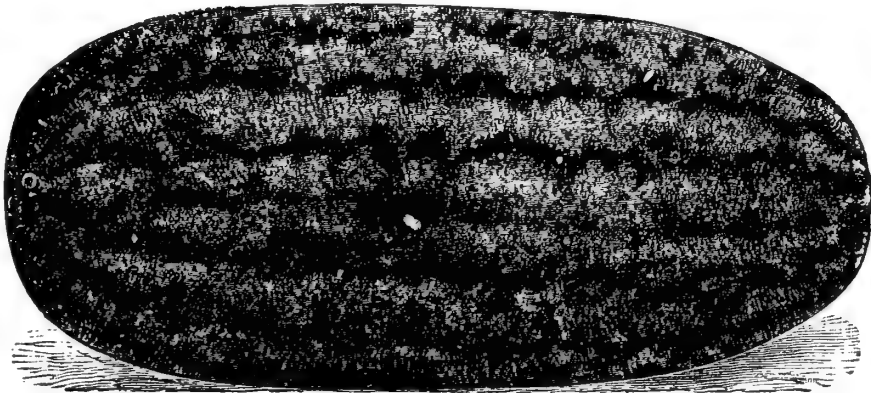
Distinctively a home and nearby market melon and a great favorite with thousands of our customers in the Carolinas. Introduced by us in 1896, it at once became a favorite, pleasing every one who planted it. It's a strong healthy grower. Melons are of medium size 20 to 30 pounds; dark green striped with lighter green; flesh red and exceedingly sweet and tender. If you want the sweetest melon grown plant our Carolina Bradford. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 75 cents.

Kolb Gem Standard variety for shipping North. Too well known to need description. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 55 cents; postpaid, 10-pound lots and over, not prepaid, at 45 cents per pound.

Alabama Sweet

good quality, closely resembling the Florida Favorite. It's always ahead of all the other long shipping varieties and rightly so. Its general appearance is such that it sells on sight at the highest prices. Its eating qualities are of the best. In ripening, it is an extra early, coming in almost with the Seminole, and is one of the earliest medium to large size melons we have ever seen. Of long shape, as shown in our illustration. Flesh is very fine grained, solid and free from stringiness. A splendid shipper and is grown almost exclusively in many parts of Texas. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 65 cents; postpaid, 10 pounds, not prepaid, \$5.05.

In Texas it's almost impossible to sell any melon except Alabama Sweet. It's a splendid melon for the shipper who wants a long-shaped melon of



Alabama Sweet—The Great Melon of the Southwestern States.

Duke Jones

Also known as "Jones' Jumbo." A melon of North Florida origin, of good quality and makes a good shipper as well. Has thin, tough, dark green rind, bright red flesh, light colored seed. Eating quality good. Slightly oblong shape, very thick through, regular in shape and size. Makes fine appearance for either shipping or local market and is a desirable melon for all purposes. An extra early variety. Packet, 5 cts.; ounce, 10 cts.; ¼ pound, 25 cts.; pound, 60 cts.; postpaid, 10-pound lots or over, not prepaid, at 50 cents per pound.

"A Powerful Good Cotton"

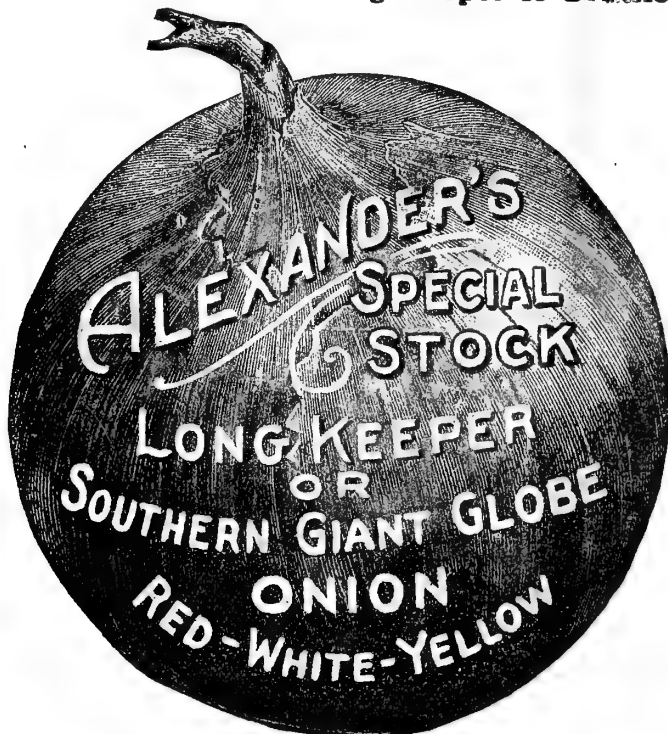
M. A. Kay, Anderson Co., South Carolina, writes us: "From 1,230 pounds picker's weight, I got a bale weighing 500 pounds, about 41 per cent. lint. Money Maker Cotton is a powerful good variety, the best I ever planted." If you plant Alexander's "Money Maker" Cotton in 1912 you will not only say that it's a "powerful good cotton," but what's better, you will have a good bunch of money for your crop.

Onions are a Good Cash Money Crop for Spring and Fall Planting

They are comparatively easy to grow, can be held for home use or sold for cash during the entire year. Why should the South send hundreds of thousands of dollars north and west every year for onions when we can grow more of them per acre cheaper and better at home? Plant at least a quarter or an eighth of an acre this spring, you will have time to work them along with your other crops and the results will pay you a good profit. We have one customer who has made a net profit of nearly five hundred dollars an acre on a large crop and the profit is usually proportionately larger on a small crop. You should study the possibilities of profit to be made from this crop, and get part of the money that is going away from our country.

Let's stop and think about onions a little while. We have no doubt but what you may grow a few onions in your garden, probably plant a few sets both fall and spring for green onions. That's good as far as it goes, but that's not far enough. How about onions as a crop to sell—a money crop—if you please? Not less than 100 carloads of onions come into Augusta every year from the North. They are worth on an average pretty close to \$500 per car, \$50,000 going North every year to pay for Augusta's onions. The same thing is repeated to a greater or less degree in every Southern town or city. Why is it? Simply because we have never looked on the onion as a money crop, and there is actually no money crop so sure and steady as an onion crop. We have seen in the immediate vicinity of Augusta hundreds of acres of as good onion land as was ever made, land that with right cultivation and good fertilizing will make anywhere from 400 to 600 bushels per acre, and a market for them right here in Augusta. Almost all varieties listed by us do well here. Even the Bermuda, the tenderest of all onions, will do well here with a little protection during the coldest winter months. You don't have to plant onion sets to make a crop of bulbs. Onions from sets mature a little quicker, that's all. It's better to plant the seed. It costs a great deal less, the onions grown direct from seed are more even and better shape and there is little trouble with seed stalks such as there is with onions from sets. Think about this. Is there a reader of this catalogue that doesn't eat northern grown onions bought from the store two-thirds of the year? And here is a crop which, handled rightly, will bring in \$400 to \$600 per acre per year. Isn't it about time to get busy preparing a seed bed for onions?

Alexander's Long Keeper or Southern Giant Globe Onions



Largest, Best and Longest-Keeping Globe Onions.

These Three True Southern Giant Globe Onions are the largest and best long-keeping onions for spring planting in the South, with the exception of Florida.

We are offering this true type for the first time this year. After having carefully tested and experimented with several strains of Globe onion, we have selected this SPECIAL STOCK, which we find to be of extra fine quality, producing in a very short time fine large bulbs, perfect in shape with practically no necks and unusually attractive appearance. Their quick growth and even maturity combined with the long-keeping quality make them easy to handle and a very profitable crop to grow, as you can market them along at different times at your convenience and when the market price is best. Fine specimens have been sold in Augusta for five cents each.

Our SPECIAL STOCK Long-Keeper Yellow Globe is very handsome, the skin is a brownish-yellow or straw color with fine grained white flesh, crisp and sweet. In keeping quality this is the best of all in our experience. Price, packet, 10c.; ½ ounce, 15c.; 1 ounce, 25c.; ¼ pound, 75c.; pound, \$2.50, postpaid.

Our SPECIAL STOCK Long-keeper Red Globe is the most striking of all in appearance. It's a rich red and very handsome. Like the Yellow and White, is a perfect globe in shape, measuring from 2 to 3 inches in diameter and as hard as a ball. Price, postpaid: Packet, 10c.; ½ ounce, 15c.; 1 ounce, 25c.; ¼ pound, 75c.; pound, \$2.50.

Our SPECIAL STOCK Long-keeper White Globe is the mildest in flavor and seems to be the earliest. It's crystal snow white, a fine keeper. Shape and size just like the Red and Yellow and brings a good price. Price, postpaid: Packet, 10c.; ½ ounce, 15c.; 1 ounce, 25c.; ¼ pound, 75c.; pound, \$2.50.

Special Offer 3 large packets, one of each color, Red, White and Yellow, 25 cents, postpaid.

Alexander's American Prizetaker Onion

Our Prizetaker is one of the best onions for our section. Ours is strictly American seed and must not be confounded with the low-priced imported seed of this variety so commonly sold.

In size it is large to extra large, specimens weighing 4 to 5 pounds, having been grown direct from seed in one season. Ripens up hard and firm and presents a most handsome appearance. Outside is a light straw color, inside white. Flesh fine grained and of mild flavor. A first-class keeper, staying in perfect condition for months after harvest. Packet, 5 cents; ounce, 20 cents; ¼ pound, 65 cents; pound, \$1.75; postpaid.

PRIZETAKERS IN ALABAMA

Cullman Co., Ala.

Last spring I ordered four dollars' worth of onion seed from you. I let my neighbor, Mr. Screws, have half a pound of Prizetakers and my daughter an ounce. We all made fine crops and Mr. Screws won a prize from the Cullman Guano Co., and I think my son will get the fair prize. We used Union Warehouse Guano 10-2-2. Onions are certainly one of the most profitable crops for spring planting.

Yours truly, THOS. HOWELL.

BIG MONEY IN ONIONS

A Florida Grower after his first trial growing onions wrote us Sept. 16, 1911: "Find enclosed \$3.50 for Crystal Wax Onion seed. The onion seed I bought of you last year was very fine. From ¼ pound seed planted I gave away ¼ of the sets and sold 3,000 pounds (60 bushels) at 3c a pound. This was my first experience growing onions. C. W. RYALS."

This was at the rate of over a thousand dollars an acre.



American Prizetaker Onions.

Alexander's American Prizetaker Onion

Onion Culture Onions can be grown to full size in the South direct from the black seed if planted in January and February in protected beds and transplanted to open ground as soon as ground can be worked in the spring. Too little attention is paid to onion growing as a money crop in the South, and it is one of the most profitable crops that can be grown.

If wanted for pulling green, sow seed at rate of 1 ounce to 150 feet of drill in earliest spring, covering seed about ½ inch. Give shallow but frequent cultivation, keeping entirely free from grass and weeds. As plants grow, thin out to 3 inches apart, and when grown large enough for use green pull out every other one, allowing the rest to grow to full size. Onions require rich soil and do better when grown on same ground year after year.

Special Onion Culture "Special Onion Culture," by our trucking expert, free. Also write to the Secretary of Agriculture, Washington, D. C., for "Onion Culture Bulletin No. 354," telling how to prepare the land, fertilize, cultivate, harvest and cure the crop for market. It's free. Griner's "New Onion Culture" is the best book published on this subject; is practical in every respect. We have it. Price 55 cents, postpaid.

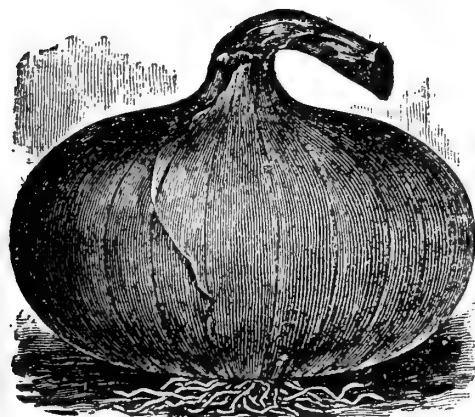
Yellow Globe Danvers Very hardy globe-shaped American variety. Splendid producer and keeper. Packet, 5 cts.; ounce, 15 cts.; ¼ pound, 50 cts.; pound, \$1.50, postpaid.

Large Red Wethersfield Color, deep red. Large size, rather strong and easily grown from seed. Packet, 5 cts.; ounce, 15 cts.; ¼ pound, 50 cts.; pound, \$1.50, postpaid.

White Silverskin Very popular, the one from which the ordinary white onion set is grown. Packet, 5 cts.; ounce, 20 cts.; ¼ pound, 65 cts.; pound, \$1.75, postpaid.

Barletta Extra early, pure white pickling onion. Grows small round bulbs about one inch in diameter, the right size for pickling. Packet, 5c; ½ ounce, 15c; ounce, 25c; ¼ pound, 75c; pound, \$2.50.

No home garden is complete without a plentiful supply of onions, one of the most healthful and appetizing vegetables and so easy to grow, especially from seed. The market gardener or trucker who fails to have a continuous supply of green or cured onions for his customers from January to January is losing money every month. You can have onions every day in the year if you manage properly. We will tell you how if you do not know.



Australlan Brown, the Long Keeping Onion

Extra Early Red Packet, 5c; ounce, 15c; ¼ lb., 50c; pound, \$1.50; postpaid.

White Multiplier Onion Sets

Favorite for first planting South. Make green onions ready for use almost before you know it. Pint, 20c; quart, 35c; postpaid. Not prepaid, peck, \$1.25; bushel, \$4.75.

Yellow Sets

The sets of the Yellow Danvers. Good cropper and a splendid keeper. Pint, 15c; quart, 25c; peck, not prepaid, about 85c; bushel (32 pounds) about \$2.25.

Silver Skin

The popular white variety. Pint, 15c; quart, 25c; postpaid, Peck, not prepaid, about 90c; bushel, \$2.80.



White Multiplier Onion Sets

GARDEN OR ENGLISH PEAS—Crop Very Short

Culture Garden or English Peas are constantly becoming more popular for both market and home use in the South. Any of the extra early varieties and marrowfats can be planted from January to March 15th in our section. The second earlies and the later varieties plant February 15th to March 15th. Plant 1 quart to 100 feet of drill; 2 bushels per acre. Write for special price on large lots.

Large Packets We have discontinued the small 5 cent packet of peas and beans by mail and now have 10 cent packets only, these containing nearly four ounces. Smaller quantities than this of peas and beans are almost useless.

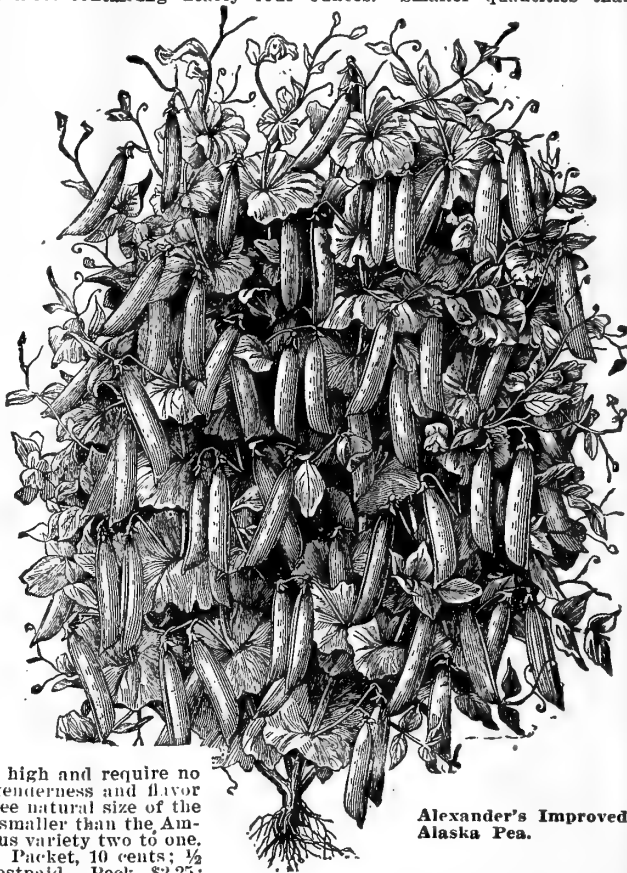
Premier Extra Early Earliest of all garden peas and far better adapted to our Southern soil and climatic conditions than any of the extra earlies from Northern seed houses. It's the best pea of its class for Southern plantings. Very strong, vigorous grower for an extra early, a heavy bearer and good sized pods crowded with well-developed peas of good quality. If you want an extra early pea to make a paying crop, our Premier Extra Early is your right variety. It comes quick and bears heavy. With good cultivation it's a week ahead of Landreth's Extra Early, Morning Star, First and Best and others. Grow without bushing. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, not prepaid, \$1.50; bushel, \$5.50.

Pride of Georgia (Second Early)

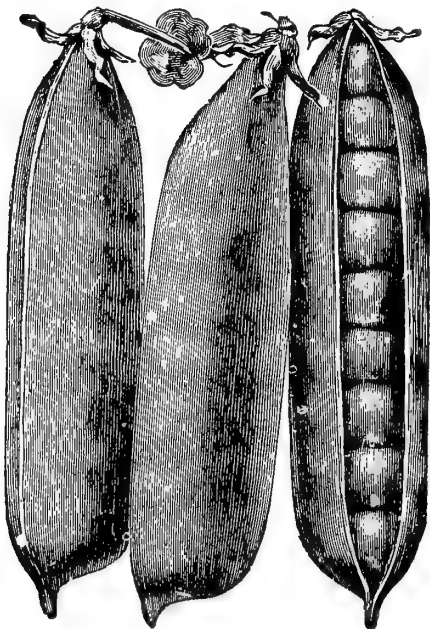
In this new variety which we introduced three years ago, we have one that will be pleasing and profitable to every home garden and to every market gardener who markets in local or nearby markets. It belongs to the second early class and here in Georgia it is the heaviest of all bearers—one that we can well take a pride in. It's a stocky grower, 20 to 24 inches in height; and does not require staking. It comes in just after our Extra Early and continues in bearing four or five weeks. Pods are large and well filled out, containing usually 8 to 10 peas, very tender and of a delicious flavor. It's just what you need for a mid-season pea, combining strong but compact growth, great profuseness and the finest in quality. The home gardener will always want it, the market gardener's customers insist on having it. It is one of those wrinkled varieties of peas that melt in your mouth. Plant at least a few of them between February 15th and March 15th. Packet, 10c; ½ pint, 20c; pint, 30c; quart, 50c; postpaid. Peck \$2.25; bushel, \$8.50.

Extra Early Surprise

Also known as Eclipse, our new extra early wrinkled pea. It ranks with the earliest; vines grow 20 to 24 inches high and require no "brushing." Its extreme earliness, its sweetness, tenderness and flavor and its heavy bearing qualities make it a leader. See natural size of the pods in our engraving. While the pods are a little smaller than the American Wonder, yet the Surprise outbears that famous variety two to one. Don't fail to try a few in your garden this year. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Peck, \$2.25; bushel, \$8.50.



Alexander's Improved Alaska Pea.



Extra Early Surprise Peas

First and Best

Also sold under the name of First in the Market, First of All, Philadelphia Extra Early, etc. In earliness it comes in about three days after Alaska, is a fairly strong grower (about 22 to 24 inches) and a good bearer. Is largely planted by gardeners along the coast. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 40 cents; postpaid. Peck, not prepaid, \$1.35; bushel, \$5.25.

Alaska Extra Early

Very popular early variety, a few days later than our Premier, but the heaviest bearer of all the extra earlies and of better eating qualities. Seed of light bluish color. Crop very short this season. Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 45 cents; postpaid. Peck, not prepaid, \$1.40; bushel, \$8.00.

Improved Telephone

Finest tall growing wrinkled pea, grows 4 to 5 feet high and must be staked or brushed. Very productive, each plant bearing 25 to 30 large pods, fully filled with large size peas of delicious flavor. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Peck, not prepaid, \$2.25; bushel, \$8.50.

Melting Sugar-Edible Podded

Finest in quality of all edible podded peas, sometimes called "Salad Peas." Instead of being shelled out like other peas, the pods are used cut up like snap beans. They are most delicious. Of tall growth and must be brushed or staked. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 55 cents; postpaid.

Little Gem

Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid.

Champion of England

One of the best tall kinds; requires staking. Packet, 10 cents; ½ pint, 20 cents; pint, 30 cents; quart, 50 cents; postpaid. Not prepaid: Peck, \$2.25; bushel, \$8.75.

Large White Marrowfat

Heavy bearer, can be planted any time during the season. About four to five feet high. Packet, 10 cents; ½ pint, 15 cents; pint, 20 cents; quart, 35 cents; postpaid. Not prepaid: Peck, \$1.50; bushel, \$5.25.

Black Eyed Marrowfat

Same prices as Large White.

ALEXANDER'S NEW EXTRA EARLY BEAUTY POTATO

Our new potato, "Extra Early Beauty," is really one that is worth while planting in the South for a spring crop. It has good points that no other potato has and if you plant it you will be satisfied in every way with it. We have tested it thoroughly here in Georgia for the last four years and know exactly what it will do. It has beaten the old standard kinds, such as Bliss' Red Triumph and Early Rose, at every point. It is both extra early and extra prolific, earlier than Triumph and Rose and making twice as many select, marketable potatoes. In shape it's like Triumph, in color of skin a creamy white, slightly netted with lighter color; flesh pure white. Cooks quickly, is almost snow white; mealy, but not too dry. Its keeping qualities are simply wonderful, having kept in perfect condition from spring until December. It's good for shipping or nearby market; for home use; good for sale and good for your own eating. If the market isn't right when crop matures it keeps till all the other kinds are gone. Do you know any of the other varieties that combine all the good points like this?

You need our Extra Early Beauty Potato. Order it early. Prices, pound, postpaid, 30 cents; 3½ pounds, \$1.00. Not prepaid: ½ peck, 50 cents; peck, 75 cents; ½ bushel, \$1.25; bushel, \$2.25; barrel (11 pecks), \$5.00.



Bliss' Red Triumph Most popular early red-skinned variety. Peck, 65 cents; bushel, \$2.25; barrel, \$4.75.

Select Rose No. 4 We handle a very fine grade of New York and Maine grown Spaulding's Rose No. 4 Seed Potatoes. Our stock has been tested in all parts of the South, and pronounced the best. Peck, 65 cents; bushel, \$2.00. Write for prices on larger lots.

Irish Cobbler Fine early variety with clean smooth skin and pure white flesh. Peck, 60 cents; bushel, \$1.75; barrel about \$4.50.

Okra or Gumbo A most popular and healthful Southern vegetable which should be in every garden. Easily grown and bears until frost. Sow 1 ounce to 50 feet of row, 10 pounds per acre. Plant same time as cotton.

White Velvet Our strain of this is especially fine with smooth, round pods, free from ridges and not prickly. Seed crop very short this year. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 50 cents; postpaid.

Perkin's Mammoth Long Podded

The finest green okra, the favorite for shipping and market purposes. Pods are an intense green in color, unusually long, 9 to 10 inches, very slim and do not get hard like other varieties. It is wonderfully prolific, the pods shooting out close to the bottom of the stalk and the whole plant is covered with them to a height of 5 or 6 feet. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 50 cents; postpaid. 10 pounds, not prepaid, \$4.50.

Dwarf Green Prolific An old time favorite that is popular. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 50 cents; postpaid.



SWEET and HOT PEPPERS

Sow in boxes or hot beds in earliest spring, transplanting to open ground when danger of frost is past, setting 18 inches apart in row. Hoe or cultivate often, keeping them free from weeds and grass. One ounce of seed to 1,500 plants.

Large Bell or Bull Nose The standard variety for both home use and shipment in the South. It is sweet and mild flavored, matures quickly and is very prolific and uniform in growth. Fruits 3 to 4 inches long and 2 to 3 inches across the shoulder. Packet, 5 cents; ½ ounce, 15 cents; ounce, 20 cents; ¼ pound, 45 cents; pound, \$1.70; postpaid.

Ruby King A standard for shipment. Similar to the Bell, but a little larger and later. Increasing in favor among market gardeners every year. Packet, 5 cents; ½ ounce, 15 cents; ounce, 20 cents; ¼ pound, 55 cents; pound, \$1.75.

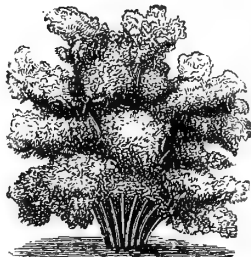
CHINESE GIANT. See Specialities.

Golden Dawn Immensely large, very sweet, mild pepper. Similar to Large Bell, but is of deep golden yellow color when ripe, making handsome appearance. Packet, 10 cents; ½ ounce, 20 cents; ounce, 30 cents; ¼ pound, 75 cents; pound, \$2.00.

Mixed Peppers For family use most people want some sweet and some hot peppers. We offer you a mixture containing some of each variety catalogued by us, giving a supply of early and late, sweet and hot varieties, just what is needed in every home garden. Packet, 10 cents; 3 packets, 25 cents.

Long Red Cayenne Most popular and largely planted of the hot varieties. Very prolific, plants being covered with long red pods. Used for seasoning. Packet, 5c; ounce, 25c.

Red Chili Grows three-fourths to one inch long and the little peppers are intensely hot. Very prolific. Used largely in seasoning and making pepper sauce. Packet, 5 cents; ounce, 25 cents.



Moss Curled Parsley.

PARSLEY

Double Moss Curled Parsley The most ornamental of all the curled varieties and a favorite in the home garden as well as being used exclusively by market gardeners to supply our hotels and markets. It is easily grown and should be in every garden. Packet, 5 cents; ounce, 10 cents; ¼ pound, 30 cents; pound, \$1.25; postpaid.

Plain Leaved Parsley Is a very hardy, strong growing variety, not ornamental, but grown for "seasoning" exclusively. A favorite in many home gardens. Packet, 5 cents; ounce, 10 cents; ¼ pound, 35 cents; pound, \$1.35; postpaid.

PARSNIP Sugar or Hollow Crown—Best all-round variety of parsnip for the South. The leaves start from a small depression in the crown giving it the name. Rich, sweet flavor, very productive. Packet, 5 cents; ounce, 10 cents; ¼ pound, 30 cents; pound, \$1.00.

Our Radishes for Spring Culture

The Radish is an almost universally grown vegetable and is the easiest grown. To be tender and crisp, radishes should be grown quickly, and quick growth is dependent on rich, mellow soil, sufficiently moist, and good, reliable, fresh vital seed. To have a constant supply sowings should be made every 10 days or two weeks. One ounce will sow 50 feet of row; 8 pounds of seed per acre.

Alexander's All Seasons In our test grounds six years ago we discovered the value of this variety for planting at all seasons of the year. Beginning with January, succession plantings should be made every two weeks to keep up a continuous supply. Round in shape; in color a bright cherry red; flesh very crisp, tender and solid, and grows to an unusual size without getting pithy. All Seasons will please you no matter when you plant it. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 75 cents; postpaid.

Early Scarlet Turnip Also sold under name of Rosy Gem and White Tipped Scarlet Ball. A standard variety for both market and home gardens. Turnip shaped and of a beautiful scarlet color shading to the purest white at the tip. Flesh very crisp and tender. Matures ready for use in 21 days. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 65 cents; postpaid.

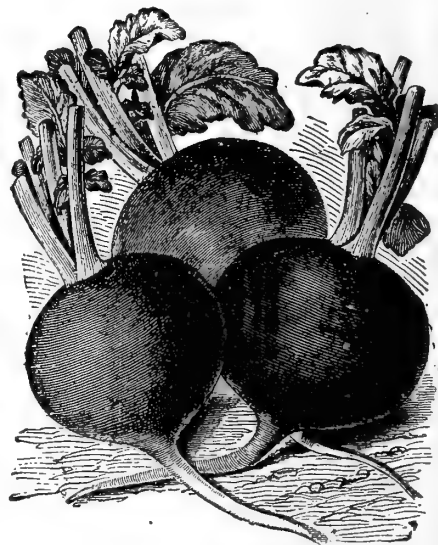
Ne Plus Ultra Of fine, round, turnip-shaped form. Color a bright scarlet, flesh tender, crisp and of delicate flavor. Its remarkable small top and quick growth make it especially valuable for forcing in frames or for close plantings in market gardens. Matures in 18 to 21 days. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 65 cents; postpaid.

Hailstone The quickest growing radish on record. In every test it comes out ahead of all others, maturing in from 15 to 19 days from sowing. The radishes are regularly "turnip-shaped," measuring an inch in diameter and ½ inch deep, round, smooth and a beautiful snowy white; tap root short and slender; flesh solid, crisp and mild. Foliage very small, enabling you to plant very close. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 65 cents; postpaid.

Cincinnati Market A comparatively new variety, very popular with market gardeners. Almost as long as our Long Scarlet, a little thicker through and skin of bright pink color. It matures very quickly, is very uniform in growth, white tipped. Flesh pure white and very transparent; crisp, tender and brittle; grows to good size and always free from pungent taste. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 65 cents; postpaid; 10 pounds, not prepaid, \$4.00.



Large Bell or Bull Nose Pepper



Alexander's All Seasons Radish.



Alexander's Radish Mixture.

Alexander's Radish Mixture There are many hundreds of our friends who want a succession of radishes but do not want to be troubled with making succession sowing. Our radish mixture will give these friends just what they want. It contains some of each kind of radish we list, early, medium and late, round, olive-shaped and long. Sown during late winter and spring, it gives you a supply of radishes in perfect table condition all through the season. Our illustration shows what you will get by planting our Radish Mixture. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 75 cents; postpaid.

French Breakfast

Standard half long radish, valuable for both home and market gardeners' use. Pkt, 5c; oz., 10c; $\frac{1}{4}$ lb., 20c; lb., 65c; postpaid.

Improved

Chartier

A long variety, splendid for early planting. The top of root is red, shading to pink in middle, with white tip. Fine flavor. Pkt, 5c; oz., 10c; $\frac{1}{4}$ lb., 20c; lb., 60c; postpaid.



Early Long Scarlet Radish.

Black and White Spanish Radishes

For winter use. Each, packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 65 cents.

Early Long Scarlet The standard early long red variety for planting South in either spring or fall. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 60 cents; postpaid.

Long White Vienna Best long white radish. Skin and flesh are pure white. A splendid radish for either home or market gardens. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 60 cents; postpaid.

White Strasburg Best long white variety for summer use. Skin and flesh pure white, brittle and tender. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 60 cents.

China Rose Winter For August and September sowings. For use during winter as wanted. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 25 cents; pound, 75 cents.

Plant Pumpkins in Your Cornfield



Pumpkins ought to be largely grown. Fine for home use, always salable in town and good stock feed. Plant in corn at "laying by" time, hills 10 to 15 feet apart each way. In cutting leave 3 to 4 inches of stem and they will keep.

You can always depend on Alexander's Seeds to produce first-class crops. For 38 years we have supplied the most critical Southern planters with the best seeds that grow, selected for the South. OUR SPECIALTY IS QUALITY.

Large Georgia Field Our large yellow stock pumpkin so generally grown in Georgia. Very productive and good keeper. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 50 cents; postpaid.

Tennessee Sweet Potato One of our best varieties. Bell shaped and slightly ribbed; productive and splendid keeper. Fine quality. Pkt, 10c; ounce, 15c; $\frac{1}{4}$ pound, 30c; pound, \$1.00; postpaid.

Large Cheese and Cashaw Each, packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 20 cents; pound, 70 cents.

Sow Some Spinach For Spring Greens

Alexander's Ever-Ready Spinach

The best of the long standing varieties. It's just what its name indicates, ready at all times for winter and spring cutting. Leaves are large, thick and heavily crimped with fleshy appearance. Resists both winter cold and the warm spring weather. Oz., 5c; $\frac{1}{4}$ lb., 15c; lb., 35c; postpaid, 10 lbs. not prepaid, \$2.50.



Alexander's Ever-Ready Spinach.

BLOOMSDALE AND BROAD FLANDERS. Each, ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 35 cents; postpaid.

King of the Mammoths

This is the pumpkin to plant to win the "fair" prizes next year. It is the largest of all, having a record of 245 pounds. Flesh is fine grained and a good keeper. There is nothing to equal it for size and quality combined. Our customer, Mr. T. V. Hollman, of Mississippi, writes about his experience with the Mammoth: "I send you a photograph of my boy with goat wagon and pumpkin. This is the largest pumpkin ever seen in this part of the country. It was planted in poor soil and fertilized very light. It is certainly the King of the Mammoths."

Prices of seed: Packet, 10 cents; ounce, 15 cents; $\frac{1}{4}$ pound, 35 cents; pound, \$1.25; postpaid.

Early Bush Squashes

Cu ltu Squash will not stand frost and cold nights, so planting should be delayed until frost danger is past. Work ground deeply before planting. Plant bush varieties in hills 4 feet apart each way, running varieties 8 feet apart. One or two shovelfuls of well-rotted manure to each hill gives best results. Plant 6 to 10 seeds in each hill, thinning out to two plants after rough leaves form. One ounce of seed plants 40 hills, 2 pounds per acre.

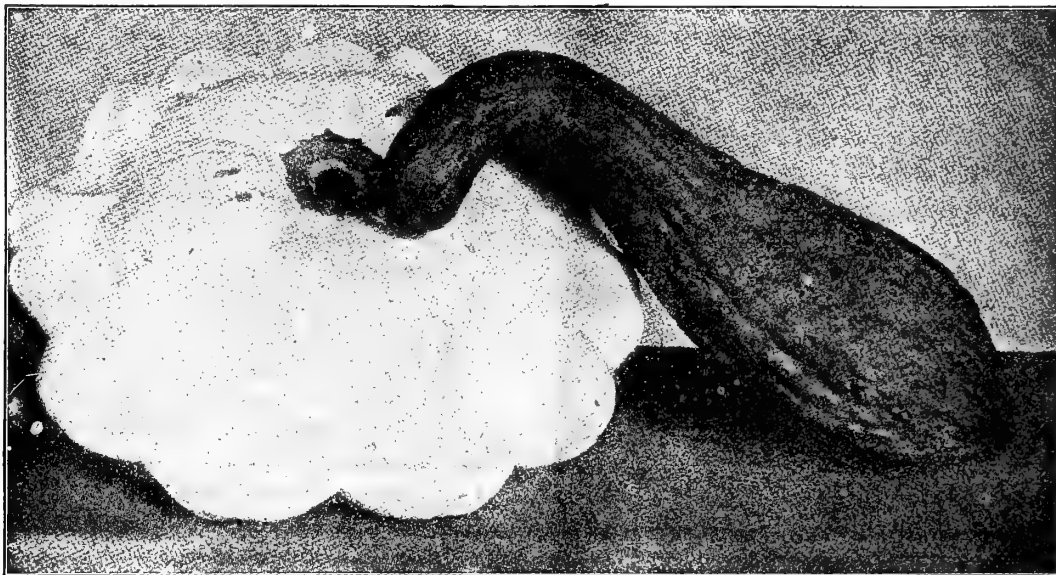
Mammoth White Bush This is an improved form of the Early White Bush or "Patty Pan," identical with that variety except that the squashes are nearly double the size of the old variety. Is early, uniform in growth and very prolific. Has beautiful clear white skin and is the size of the old variety. Fine quality and size for home gardens and nearby markets. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents; postpaid.

Early White Bush The well-known "Patty Pan" squash, a favorite white squash with all our gardeners. Also largely grown for shipment. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents; postpaid. 10 pounds, not prepaid, \$4.25.

Yellow Summer Crookneck An old standby; always a favorite in both home and market gardens. Fruits rather small; of bright orange color. Flavor very rich and buttery, the richest of all summer squashes. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents; postpaid.

New Extra Early Prolific (See Specialties).

Giant Summer Crookneck Squash In our Giant Crookneck we have a variety containing all of the good qualities of the Crookneck class and at the same time giving double the size of the Old Yellow Summer Crookneck. For market gardeners growing for nearby markets and home gardens it is especially desirable. Like the Mammoth White Bush, it is too large to ship. With this variety you get double the yield from the same area that you do with the other sorts. We recommend it without reserve to our customers. Packet, 5 cents; ounce, 10 cents; ¼ pound, 20 cents; pound, 60 cents.



White Bush and Crookneck Squashes.

Winter or Running Varieties

In our section these can be planted in June and July to mature for winter keeping and use like pumpkins. Make hills 8 to 10 feet apart each way.

Hubbard Most largely planted winter variety. Flesh rich, very fine grained and sweet. Cooks up dry and is a perfect table variety. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 80 cents, postpaid.

Boston Marrow Popular variety. Oval form, flesh bright orange color, rich and sweet. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 70 cents.

Salsify or Vegetable Oyster

Culture Sow seed in early spring in shallow drills 18 inches apart. Prepare good soil deeply, as Salsify is a deep rooter. Cultivate frequently and let grow all summer. Plants are hardy, so let them stay in the ground and use through the winter as wanted. One ounce of seed plants 100 feet of row. Freezing improves its eating qualities.

Mammoth Sandwich Island The best of all varieties for the South. Larger and better than any other kind. Is much superior to the old Long White and the Black. Packet, 5 cents; ounce, 10 cents; ¼ pound, 25 cents; pound, 80 cents; postpaid.

The Fact That It Pays Best to plant **The Best Seeds of All Kinds** can not be disputed. It has been proven thousands of times. There is no doubt of the best being the cheapest. The important question is, where to get that kind of seed as there are so few places that the very best seed may be obtained. If you have planted Alexander's Seeds in the past you know they are of the very best possible quality. You know that no better seeds are offered at any price, and there should be no doubt in your mind as to where to get seeds to plant during 1912. Those who have never planted Alexander's Seeds should begin at once. A trial order will prove their greatly superior quality. It will be a safe and profitable investment for you because results are sure to be just what you want.



Mammoth White Sandwich Island Salsify, or Vegetable Oyster.

A Great Main Crop Tomato

THE MATCHLESS

For a first-class, general crop tomato for all purposes, there is none equal to our Matchless. It follows such varieties as Alexander's Beauty, but stays with you all summer, its dense, heavy foliage protecting the fruits from midsummer sun. It is large, smooth and of a very rich red color. Almost solid meat with very little core and small seed spaces. A strong, vigorous grower and fruits heavily, the large size holding up to the end of the season. Fine for either home use or market, and unexcelled for canning. Packet, 10 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.50.

The Alexander Blight-Proof Tomato

No chance for "Die Back" or tomato "Blight" now to ruin your tomato crop if you plant seed of our new "Blight-Proof" selection. This is the only blight-proof tomato of extra fine quality that has ever been offered. Fine flavor, beautiful appearance, extra hardy, fruits from early in the season until very late, it could almost be called "Everbearing." Very prolific, and the fruit is of the best average size for shipping. Our tomato specialist has been breeding and re-selecting this strain for several years; though it has shown up fine for the past two years we would not offer it until it could be called the absolutely perfect blight-proof tomato. Packet, 15 cents; ½ ounce, 20 cents; ounce, 35 cents; ¼ pound, \$1.00; ½ pound, \$2.00; pound, \$3.50.



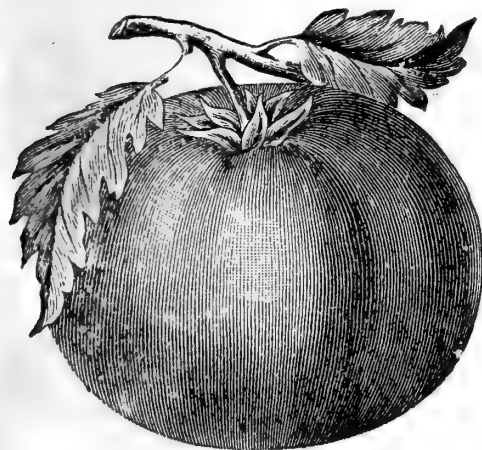
Alexander's Blight-Proof Tomato.

Sparks' Earliana

The most famous of the extreme extra earlies. Plants are of open growth, letting sunlight in to the fruits. Fruits form in clusters of 5 to 8, medium size and of deep scarlet color. This tomato is being sold under a dozen different names. We have the genuine. Packet, 10 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.50.

Chalk's Early Jewel

The best of all extra early sorts. Within one week of being as early as the Earliana and is far superior, the fruits being uniformly larger, smoother, thicker through, more solid and of much finer quality than any of the extra early tomatoes. The fruits are very deep through from stem to blossom end, being almost round or ball-shaped and from 3 to 3½ inches in diameter. The interior is very solid and fleshy with very few seeds, the seed cells being very small and the fruits nearly all solid flesh; quality is exceptionally sweet and free from acidity. Packet, 10 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.50.



Alexander's Early Beauty Tomato.

Alexander's Early Beauty

A favorite with our market garden customers and shippers as well as for an early maturing variety for the home garden. It's early and of open growth, letting the sun in to the fruit, ripening it quickly. A good general cropper. We sell this variety almost exclusively to many of the tomato shippers of Florida. In color it's a rich, glossy crimson, fruits solid and meaty with small seed cavities. Medium size with thin, tough skin. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 65 cents; pound, \$2.00.

Dwarf Champion

A really first-class quality tomato of sufficiently stiff growth to be self-supporting when in fruit. Of very stocky, compact growth with heavy foliage, protecting the fruit from sunscald. Fruits are of very bright red color, of medium size, almost round and very smooth skin. One of the most desirable and popular varieties. Seed supply very short. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 60 cents; pound, \$2.20; postpaid.

New Stone

One of the largest, most solid and meaty of all tomatoes, and especially valuable for late plantings. It has heavy foliage, thus protecting the fruits from the burning sun of late summer and early fall. It is very solid and a good shipper, smooth and uniform in growth. Color, a desirable red. Fine for canning for its solidity and few seeds. A splendid variety for both home and market gardeners for late crops. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 60 cents; pound, \$1.75.

Dwarf Stone

Largest fruited of all the dwarf growing, self-supporting tomatoes. Very prolific, fruit being produced in clusters of three to five. Bright scarlet color, smooth, firm and solid. Fine flavor. Packet, 10 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 75 cents; pound, \$2.25.

Livingston Globe

One of our best. (See Specialties.)

Red and Yellow Pear Shaped

Excellent small variety of tomatoes. Of strong, vigorous growth and very productive. Suitable for preserves, pickles and pies. Each variety, 5 cents per packet.

Perfection

An old variety, much planted in some sections. Packet, 5 cents; ounce, 30 cents; ¼ pound, 50 cents; pound, \$1.60.

Livingston's Favorite

Standard sort, much used for home use. Packet, 5 cents; ounce, 20 cents; ¼ pound, 50 cents; pound, \$1.60.

Selected Trophy

Once the most popular tomato. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents; ¼ pound, 60 cents; pound, \$1.75.

Golden Queen

Pest of all yellow skinned tomatoes. Packet, 5 cents; ½ ounce, 15 cents; ounce, 25 cents.

Right Tomatoes For You

Culture Sow in hot beds or protected boxes from January to March. Transplant to open ground after danger of frost is past, setting in the ground deep, up to the leaves. As plants grow support them with stakes. This keeps them up off the ground and prevents rotting. Sow one ounce of seed for 1,500 plants; four ounces per acre. Sow also in July for fall crop.

Alexander's Great Southern Tomato

We have named this tomato "Great Southern" because it is the greatest or finest tomato selection of its type for the South. We have had our expert tomato grower working with it for several years breeding and selecting to perfect its many fine qualities. It is unusually prolific for a tomato of this size. The flavor, appearance and size are ideal. Special work has been done in breeding up the strength or vitality of the plant so that the plants produced from this seed are strong, thrifty growers, withstanding extremes of weather, in a most satisfactory manner. If you want an extra fine tomato for home use or shipping; solid, fine flavored, meaty tomatoes with practically no core—a tomato that matures fruit early and is a continuous bearer, you will find this the most satisfactory tomato to plant. It will please every tomato fancier from the home gardener to the big shipper. It is a sure cropper and sure winner every time. Packet, 15c; ½ ounce, 25c; ounce, 40c; ¼ pound, \$1.00; pound, \$3.75.

Dublin, Ga., August 1, 1911.

Gentlemen: I planted some of your Great Southern Tomato last season and found it the best tomato I have ever planted. The plants were literally covered with large, well-shaped fruit. It is all you claim for it and more, too. I have always found Alexander's Seeds the BEST.

A. C. HATTAWAY.

Long Keeper No variety of tomato equals our Long Keeper in heat and drought resisting qualities, and this makes it especially valuable for summer and fall cropping. This is a new variety to most of our customers and we take pleasure in recommending it, especially as a variety to plant for summer use. It is early, productive and the longest keeper of any. Equally valuable for the market or for home gardens. Fruits average 2½ to 3 inches in diameter and are of a bright red color. It has the right shape and solidity and stands burning sun without injury. Large packet, 5 cents; ½ ounce, 15 cents; ounce, 20 cents; ¼ pound, 60 cents; pound, \$1.90; postpaid.

Ponderosa Largest of all. Packet, 10 cents; ½ ounce, 20 cents; ounce, 30 cents.

Our New Early Acme The old Acme tomato always was a favorite with our customers, but it had serious faults which have been eradicated in our "New Early Acme," an early tomato that will please you. A vigorous grower with open growth, a heavy bearer that ripens evenly all over. Fruits in clusters of 3 to 5, of medium to large size. In color it is a purplish shade of red, the most desirable color for shipment or market. Has few seeds, is meaty and solid. Skin tough but thin. With its fine color you will find it most desirable for shipment, local market or home use. Packet, 5 cents; ounce, 20 cents; ¼ pound, 50 cents; pound, \$1.50.



Alexander's Tomato Seeds are unrivaled for quality of fruit, quantity of yield and trueness to type of the product.

Best Turnips for Your Spring Planting

Early Red or Purple

Top Strap Leaved

Also known as Purple Top Flat Dutch in some parts of the South. Almost identical in appearance with the Early White Flat Dutch except that the top of the bulb is a deep rich red or purple color. It's a quick grower in either spring or fall, with very fine grained, sweet, pure white flesh. The red top, extending down to where it rests in the soil, adds very much to its attractive appearance. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 45 cents; postpaid.

Extra Early White Egg

Finest flavor of all early turnips and often ready for use in six weeks from sowing. Skin and flesh pure white, bulbs almost egg-shaped, solid and fine grained. Attractive when bunched for market. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 50 cents; postpaid.

Early White Flat Dutch

Early White Flat Dutch. Early Red or Purple Top Strap Leaved.

One of the most popular varieties with our customers either for spring or summer plantings. Of medium size, perfectly round and flat. A quick grower and shows up well bunched. Skin pure white; bulbs very fine grained and solid. In maturity it follows our White Egg. Cooks quickly and has fine flavor. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound 50 cents; postpaid.

Alexander's Big 7 Ounce Turnip Collection, All for 25 Cents Postpaid

The most popular collection of seed we ever offered. We sell thousands of them. On receipt of 25 cents we will send you one ounce each of Early White Flat Dutch, Extra Early White Egg, Early Red Top Strap Leaved, Purple Top Globe, Yellow Aberdeen, "Bon Air" Rutabaga and Southern Seven-Top, postpaid. This gives you 7 ounces of the finest varieties, early, medium and late, the greatest seed buyer's bargain we have ever offered. Don't delay. It's time to plant some of them now.

Red or Purple Top Globe Most popular and generally planted variety in the South. Medium early and heavy cropper. Bulbs and flesh a pure white except the skin at top of the bulb is a deep, rich red or purple. Flesh firm, pure white and fine flavor. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 50 cents; postpaid. 10 pounds, not prepaid, \$4.00.

Pomeranian White Globe Largest of all turnips. Extra large globe-shaped variety with pure white skin and flesh. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 50 cents; postpaid.

Extra Early Purple Top Milan

Earliest of all turnips. Much like Purple Top Strap Leaved but 10 days to two weeks earlier. Perfect shape and color. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 30 cents; pound, 95 cents, postpaid.

"Bon Air" Rutabaga The only thoroughly satisfactory rutabaga for the South. Large, finely shaped bulbs, yellow skin, purple top and free from "stringy" necks. It combines all the good qualities of the old kinds with fine table qualities and perfect shape. It's the most profitable rutabaga you can grow. Packet, 5 cents; ounce, 10 cents; $\frac{1}{4}$ pound, 15 cents; pound, 45 cents; postpaid.

Alexander's Turnip Mixture This mixture contains all of our leading varieties of turnips, and is just the thing for your home garden. Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 50 cents.

Well Known Varieties We have in stock regularly the Long White or Cow Horn, Yellow or Amber Globe, Mammoth Purple Top Globe, Golden Ball, Yellow Aberdeen, Seven Top, Sweet German or Rock and the Breadstone Rutabaga. Each—Ounce, 5 cents; $\frac{1}{4}$ pound, 15 cents; pound, 50 cents, postpaid.

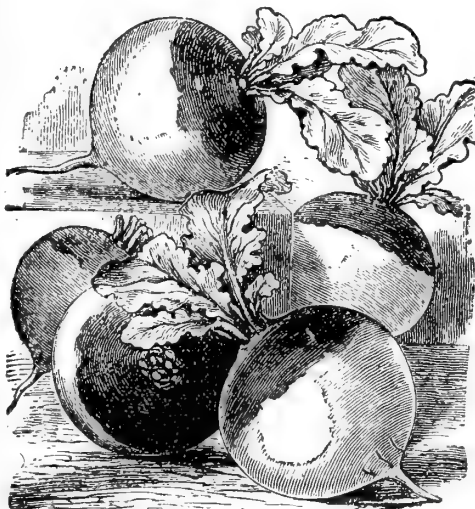
TOBACCO SEED

Our tobacco seed is grown for us by one of the largest and most careful growers. None better at any price. One ounce sows a seed bed 50 feet square.

Choice Havana A heavy cropper and is generally used for cigar purposes. Has large, long leaf, fairly fine texture. Packet, 10 cents; ounce, 25 cents; $\frac{1}{4}$ pound, 75 cents. (Imported seed.)

Sweet Oronoko Finest variety in lower and central South for chewing. If you like to chew natural leaf, grow Oronoko and sun cure it. Packet, 10 cents; ounce, 25 cents.

Hester A fine and very superior yellow variety largely grown for home use as a smoking tobacco. Packet, 10 cents; ounce, 25 cents; $\frac{1}{4}$ pound, 75 cents.



Purple or Red Top Globe.

The Wonderful New Lemon American Ponderosa



American Wonder Lemon

IF YOU
WANT
the Best
Quality
Plants
of all
Kinds
ask for
OUR
Special
Plant
Price
List

Our New Ponderosa Lemon is What We Claim for It. Largest, Freest Blooming, Fruiting and Most Delicious of all Lemons.

Nothing that has ever been brought to our notice in the plant line has caused half the commotion that this wonderful Lemon has. It is a true ever-bearing variety. On a plant six feet high no less than eighty-nine of the ponderous Lemons were growing at one time. It was a beautiful sight to see. The tree was blooming, and at the same time had fruit in all stages of development, from the size of a pea up to the ripe fruit, showing it to be a true ever-bearer. Fruit has been taken from this tree weighing over four pounds. The Lemons have very thin rind for such large fruit. It is the juiciest of all Lemons, makes delicious lemonade, and for culinary purposes cannot be excelled. We have the entire stock of this ponderous Lemon, and guarantee the trees to produce the same large fruit. No budding or grafting necessary. Ponderosa Lemon is sure to become popular when it is known. It fruits when quite small, and makes a lovely house plant. Everybody can grow his own lemons; it will fruit freely each year. Thrifty young plants, 10 cents each, strong one-year-old plants, many of which will fruit this year, 25 cents each; strong two-year-old plants, 50 cents each; extra strong, handsome plants, to bloom and fruit at once.

SEND YOUR ORDER IN NOW.

New Forcing Hydrangea Arborescens Grandiflora Alba, "Hills of Snow"

Here we offer the finest plant to force in pots that has ever been sent out. We forced some the past spring as a trial. We wanted them for Decoration Day. They were all in bloom, every stem having an enormous flower, many of the trusses or flower heads being over a foot across, of the purest paper white. It is simply a wonder. Remember, there are two distinct kinds of this Hydrangea. One will not produce a single flower when forced. Ours is the grandest hardy shrub for the garden ever sent out, growing into a perfect symmetrical bush without pruning, coming into bloom in June and lasting up till August, when the Pauciflora Grandiflora begins to flower. This is the shrub par excellence. We place it as the best of all shrubs. It will please you greatly. Price young plants 15 cents each; strong 2-year-old plants 40 cents each, postpaid.

A NEW INVIGORATOR FOR HOUSE PLANTS AND VEGETABLES

STERLINGWORTH PLANT TABLETS are a clean, odorless, concentrated, plant stimulant and invigorator. Their use promotes health, vigorous leaves and branches, and assures beautiful, luxuriant flowers. They build up the soil scientifically and make frequent renewal of soil less important. The large amounts of waste matter in what is commonly known as "liquid manure," and "bone plant foods," which pollute the soil, and are many times accompanied by disagreeable odors, are absent in these excellent stimulating tablets. If you want luxuriant, healthy plants, ferns and beautiful flowers, these tables are just what you are looking for.

PRICES: Large box (250 tablets) sufficient for 35 plants 8 months, 50 cents postpaid, medium (100 tablets), sufficient for 35 plants 3 months; 25 cents postpaid; trial size, 10 cents.

For sale by ALEXANDER SEED CO., Augusta, Ga.

HIBISCUS

We have found the Chinese Hibiscus one of the most satisfactory of all plants for open ground culture in summer and as a house plant in winter. In Florida and the Gulf Coast sections it is well adapted to open ground plantings and can be trimmed to any shape desired or used as a hedge.

New Pink Hibiscus, "Peachblow"

The flowers are double and from four to five inches in diameter, of a charming, rich, clear pink color, with small, deep crimson center. It is one of the freest flowering plant novelties recently offered. The color is an entirely new and beautiful shade, and it blooms abundantly and continuously during the summer and fall months. Large plants two and three years old make a magnificent show. It will give general satisfaction to those who grow it, either in pots or planted out in the garden. It blooms well in the winter in the greenhouse or in any sunny window. 15 cents each. Extra strong large plants 30 cents each.

Hibiscus Sub-Violaceus

Flowers of enormous size, beautiful carmine, tinted with violet. Probably the largest flower of the Hibiscus family, and an unusually free bloomer. We take great pleasure in recommending this fine plant. 10 cents each. Extra large plants ready to bloom, 25 cents each.



New Hibiscus Peach Blow

Page of 1912 Special Offers

OUR SPECIAL COLLECTIONS OF SEED have been so popular in recent years that we are now giving special attention to this branch of our work. These collections are put up in advance of the regular seed selling season and are ready for mailing immediately on receipt of your order. Every one of them is a splendid bargain in seed and the varieties contained have been most carefully selected for Southern home garden use.

10 Packets { QUARTER INTRODUCTORY VEGETABLE COLLECTION } 25 Cts.

1 Packet Alexander's Sure Head Cabbage.....	05c	1 Packet Alabama Sweet Watermelon.....	05c
1 Packet Alexander's Early Eclipse Beet.....	05c	1 Packet Rocky Ford Cantaloupe.....	05c
1 Packet Alexander's Wonderful Cabbage Lettuce.....	05c	1 Ounce Early White Flat Dutch Turnip.....	05c
1 Packet New Stone Tomato.....	05c	1 Packet True Georgia Collard.....	05c
1 Packet Extra Early Long Scarlet Radish.....	05c		
1 Packet Giant Southern Creole Mustard.....	05c		50c

For 25 cents we will send the above 10 full-size packets of seed by mail, postpaid. No changes will be allowed in this collection. No others will be sold at these prices.

20 Packets { AUGUSTA HALF DOLLAR VEGETABLE COLLECTION } 50 Cts.

1 Packet Alexander's Sure Head Cabbage.....	05c	1 Packet Giant Southern Creole Mustard.....	05c
1 Packet Premium Flat Dutch Cabbage.....	05c	1 Packet Australian Brown Onion.....	05c
1 Packet Alexander's Early Eclipse Beet.....	05c	1 Packet White Velvet Okra.....	05c
1 Packet Early Scarlet Horn Carrot.....	05c	1 Packet Early Long Scarlet Radish.....	05c
1 Packet Arlington White Spine Cucumber.....	05c	1 Packet Early White Bush Squash.....	05c
1 Packet Extra Early Red Valentine Bean (2 ounces).....	05c	1 Packet Alexander's Beauty Tomato.....	05c
1 Packet True Georgia Collard.....	05c	1 Packet Pride of Georgia Pea (2 ounces).....	05c
1 Packet Alexander's Wonderful Cabbage Lettuce.....	05c	1 Ounce Purple Top Globe Turnip.....	05c
1 Packet Rocky Ford Cantaloupe.....	05c	1 Ounce Arkansas Traveler Watermelon.....	10c
1 Packet Philip Jones Watermelon.....	05c		
1 Packet Seminole (Extra Early) Watermelon.....	05c		\$1.10
1 Packet Alabama Sweet Watermelon.....	05c		

For 50 cents we will send the above 20 packets of seed by mail postpaid. No changes will be allowed in this collection. No others will be sold at these prices.

\$1 Home Garden Collection { ONE DOLLAR POSTPAID

1 Pint Extra Early Red Valentine Beans.....	25c	1 Packet Giant Southern Creole Mustard.....	05c
1 Pint Pride of Georgia Peas.....	25c	1 Packet Mammoth White Bush Squash.....	05c
1 Ounce Alexander's Early Eclipse Beet.....	10c	1 Ounce Augusta Rattlesnake Watermelon.....	15c
1 Packet Augusta Truckee Cabbage.....	10c	2 Ounces Purple Top Globe Turnip.....	10c
1 Packet Alexander's Sure Head Cabbage.....	05c	1 Packet Rocky Ford Cantaloupe.....	05c
1 Packet Wonderful Cabbage Lettuce.....	05c	1 Packet True Georgia Collard.....	05c
1 Packet Alexander's Early Beauty Tomato.....	05c	1 Ounce Arkansas Traveler Watermelon.....	10c
1 Ounce Alexander's Radish Mixture.....	10c		
1 Packet Australian Brown Onion.....	05c		\$1.60
1 Packet Arlington White Spine Cucumber.....	05c		

ALEXANDER'S SPECIAL COTTON AND CORN COLLECTIONS

Cotton and Corn Postpaid		Cotton and Corn, not Prepaid	
3 Pounds Money Maker Cotton	\$1.50	1 Bushel Money Maker Cotton	\$2.00
1 Pint Alexander's 6-Eared Corn30	1 Peck Alexander's 6-Eared Corn	1.00
1 Year's Subscription to the Southern Ruralist50	1 Year's Subscription to the Southern Ruralist50
	<hr/> \$2.30		<hr/> \$3.50

Send us \$1.25 and we will send the above postpaid.

Shipped by Express or Freight for \$2.75.

10 Packets { ALEXANDER'S INTRODUCTORY FLOWER SEED COLLECTION } 25 Cts.

1 Packet Sweet Alyssum.....	05c	1 Packet Petunias, Single Mixed.....	05c
1 Packet Cosmos, Finest Mixed.....	05c	1 Packet Poppies, Finest Mixed.....	05c
1 Packet Cypress Vine, Mixed.....	05c	1 Packet Alexander's Superb Mixed Sweet Peas.....	05c
1 Packet Dianthus (Pinks), Double Mixed.....	05c		
1 Packet Marvel of Peru, Mixed.....	05c		50c
1 Packet Nasturtium, Dwarf Mixed.....	05c		
1 Packet Pansy, Fine Mixed.....	05c		

Above 10 Packets, Postpaid, 25c.

20 Packets { ALEXANDER'S HALF DOLLAR FLOWER SEED COLLECTION } 50 Cts.

1 Packet Sweet Alyssum.....	05c	1 Packet Mignonette, Sweet Scented.....	05c
1 Packet Ageratum, Mixed.....	05c	1 Packet Dwarf Mixed Nasturtium.....	05c
1 Packet Antirrhinum (Snap Dragon), Mixed.....	05c	1 Packet Pansy, French Mixed.....	10c
1 Packet Asters, Fine Mixed.....	10c	1 Packet Petunias, Finest Mixed.....	05c
1 Packet Balsam, Rose Flowered.....	10c	1 Packet Phlox, Finest Mixed.....	05c
1 Packet Candytuft, Empress.....	10c	1 Packet Poppies, Finest Mixed.....	05c
1 Packet Canna, Crozy's, Mixed.....	10c	1 Packet Alexander's Superb Mixed Sweet Peas.....	05c
1 Packet Celosia (Cockscomb) Dwarf Mixed.....	05c	1 Packet Verbena, Finest Mixed.....	05c
1 Packet Japanese Morning Glory.....	10c		
1 Packet Cypress Vine, Mixed.....	05c		\$1.30
1 Packet Dianthus (Pinks), Double Mixed.....	05c		
1 Packet Lantana, French Mixed.....	05c		

Above 20 Packets, Postpaid, 50c.

Where Can You Invest \$1.50 to Bring Back Better Results Than This?

Mr. M. Lawson wrote us: "I bought your \$1.00 Garden Collection and 50 cents Melon Collection, and sold for cash \$46.65 worth of vegetables and melons, besides having all family could eat."

Flower Seeds, Bulbs and Plants



Mixed Nasturtiums

- GAILLARDIA**, or Blanket Flower—Thrives in poorest and dryest soils, large, brilliant flowers, mixed, packet..... 05c
HELIOTROPE—Always a favorite, grows in boxes or protected beds in our section, mixed, packet..... 10c
HOLLYHOCKS—Finest double mixed, all shades and color. A splendid selection, packet..... 10c
JAPANESE MORNING GLORIES—Rapid climbers, growing 20 to 30 feet and covered with extra large, finely marked, striped and blotched flowers all through the season, mixed colors, packet..... 10c
JAPANESE HOP—Rapid growing climber for porches or trellises, easily grown, packet..... 05c
IBERIS (CANDYTUFT)—A favorite. Pure white, 5 cents, mixed colors, packet..... 05c
FORGET-ME-NOTS—Favorites everywhere for beds or borders, blue and white mixed, packet..... 05c
LANTANA—Best French varieties. Grow anywhere in the South. Finest mixed colors, packet..... 10c
MARVEL OF PERU—(Four O'clocks). Showy, free flowering annuals. Mixed, all colors, packet..... 05c
MARIGOLD—Large African. Very free flowering, growing 16 to 20 inches high. Mixed shades, packet..... 05c
MOONFLOWER OR EVENING GLORY—Popular in the South as a climber and shade for porches, arbors and trellises. Enormous white flowers, open nights and cloudy days, packet..... 10c
MOONFLOWER, HEAVENLY BLUE—Similar to the white, but has intense sky blue color, packet..... 10c
RICINUS (CASTOR BEAN)—Ornamental varieties for lawn and garden effects, packet..... 05c
NASTURTIUMS—No flower that you plant in the South will give you such entire satisfaction as our splendid mixture of Nasturtiums.
NASTURTIUM, DWARF MIXED—Finest possible selection of shades and colors. Ounce, 15c.; packet..... 05c
NASTURTIUM, TALL MIXED—Same shades and colors as our Dwarf but tall growing. Ounce, 15c.; packet..... 05c
PANSIES, FINE MIXED—The medium-sized flowers, fine selection of colors, packet..... 05c
PANSY, MASTERPIECE—A giant curled Pansy with crimped and curled petals, packet..... 15c
PANSY, ALEXANDER'S PREMIUM—The finest pansy mixture of all. Large size, finest colors, packet..... 25c
PETUNIAS, SINGLE MIXED—Splendid bedding plants to bloom all summer. Mixed colors, packet..... 05c
PHLOX DRUMMOND—Earliest grown of all annual flowers. Finest shades and colors, packet..... 05c
POPPIES, DOUBLE AND SINGLE MIXED—Our fine mixture of named varieties of Poppies. Brilliant, packet..... 05c
SWEET PEAS, ALEXANDER'S SUPERB MIXED—The best of all Sweet Pea mixtures in this country. Made up by us from the best named sorts. Pound, 75 cents, postpaid; quarter pound, 25 cents; ounce, 10 cents; packet..... 05c
SALVIA (Scarlet Sage)—Makes an intensely brilliant bedding plant for the South. Packet..... 10c
VERBENA—A favorite box and bedding plant with us. Fine mixed, packet..... 05c
VINCA, or Madagascari Periwinkle—Desirable for open ground sowing. Mixed colors, packet..... 05c
ZINNIAS—Showy and grow easily with little cultivation. Mixed shades and colors, packet..... 05c

- Canna Roots** From finest named varieties. Order by color, 10 cents each; \$1.00 per dozen, postpaid. Not prepaid, \$5.00 per hundred. Mixed Cannas 75 cents per dozen, postpaid; \$1.00 per hundred, not prepaid.
Caladiums Or Elephant's Ears. Fine for yard and lawn effects. First size, 10 cents each; \$1.00 per dozen; second size, 15 cents each; \$1.50 per dozen, postpaid.
Gladioli Splendid bloomers and adapted to our section. Our extra quality, large bulbs will surprise you. Fine selections of colors in our Gladioli mixture. 6 for 15 cents; 12 for 25 cents; 50 for 95 cents; 100 for \$1.80; postpaid.
Tuberose **DOUBLE EXCELSIOR PEARL**—Extra fine, first size bulbs of blooming size. Favorites everywhere, 5 cents each; 6 for 20 cents; 12 for 35 cents; 50 for \$1.25; 100 for \$2.25; prepaid.
Dahlias A most popular flower. We have fine large field grown roots of Double Dahlias in red, yellow, pink, purple, white and variegated. 20 cents each; 3 for 50 cents; 6 for \$1.00; postpaid.

Alexander's Plant Collections

Nothing so tends to add value to your place in dollars, or to your own pleasure and satisfaction, as to have plenty of flowers around the home. Roses, geraniums and chrysanthemums are the standard kinds and all of them are easily grown. Prices are low and the small amount expended for one or more of our "plant collections" will well repay you.

- Roses** **Sunny South Rose Collection.** Twelve Everbloomers—three white, three red, three yellow, three pink, all different, 75 cents; postpaid.
Geraniums Twelve finest double and single, large blooming geraniums, all different. Postpaid for 75 cents.
Chrysanthemums Ten superb exhibition varieties, all different, assorted colors, 50 cents. Postpaid.
Carnations Twelve finest double flowering carnations, the cream of the best varieties, 75 cents. Postpaid.

WRITE FOR SPECIAL PLANT CATALOGUE.

Something New

To old friends and customers, and all those who wish to increase their income, we have a special and very liberal offer to make

THE QUESTION IS

Do you want to invest \$10.00 where it will increase in value to \$250.00 in, say, five years? A chance of this kind does not come to you every day and you should write us at once if you wish to take advantage of it.

We want your help and co-operation toward increasing the number of customers, and the volume of our business, and you will be paid well for this help in the extension of our trade. This is a new plan which has proven very successful to all who have taken advantage of it. The offer is a very liberal one, and as it is limited, those who write at once for full particulars will have the first chance. We want a representative at every postoffice in every Southern State. The quality and reliability of Alexander's seeds are well known by thousands of successful planters, yet there are thousands more who should know of them and should plant them, because we have proven by over a third of a century successful seed growing and selling that Alexander's seeds are truly

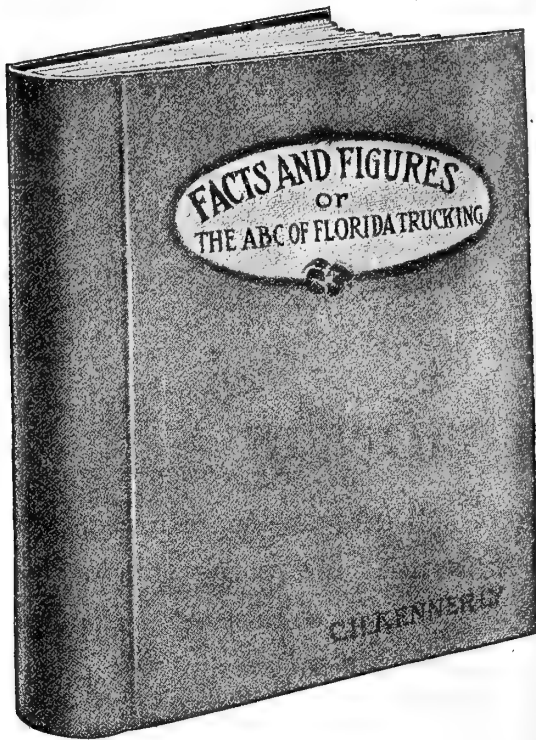
THE BEST SEEDS THAT GROW---SELECTED FOR THE SOUTH
THE SOUTHERN STATES STANDARD SEEDS.

If you wish to be our representative at your postoffice, write at once.

Yours for success,

ALEXANDER SEED CO.

Learn to Farm Your Truck Farm



This book contains 150 pages of the most interesting facts you have ever read.

Think of it, a trucking education for only one dollar. It will save you many a failure, thereby saving many a dollar.

THIS great book has been written by Mr. C. H. Kennerly, the foremost truck and seed expert of the South. He tells you here everything you want to know about your truck farm—he gives you in these pages his life's experience in trucking—he goes into each and every detail—he tells you in a plain, easy-to-understand way each step from the time you prepare your land and plant, up to the time you harvest and market. There is not a single thing he omits, and the facts given are practical—they are facts gained from his Palatka farm. His statements, therefore, are not theories but are based on his actual experience. It is not a book for you to read and throw away—it is a book for you to read and to keep as a reference work on trucking. It is substantially bound and will stand plenty of hard usage.

Price Postpaid

\$1.00

Satisfaction Guaranteed

IT IS ESPECIALLY VALUABLE to truckers in Florida and Gulf States but it will pay any Southern trucker to read it. It is recommended by all the leading trucking authorities and the leading farm journals. Every reader praises it, and says they would not take ten times the price paid for it.

SEND \$1.00 AT ONCE FOR A COPY

KUDZU

**The Great New Forage Plant
for Early and Permanent
Pasture. The Best of Hay**



Showing Growth 3 Feet Deep on Level Ground May 1

**The Following Description of This Very
Valuable New Forage Plant is Given
by the U. S. Department
of Agriculture.**

Kudzu is a large leaved, very rapid growing, woody, leguminous vine, native to Japan. It succeeds well in every part of the United States where it has been tried, and where the summers are warm it grows with great luxuriance. It is a most excellent vine for arbors or to produce a tropical effect by growing over low trees. In Japan it is grown on rough, rocky land or steep hill sides that cannot be cultivated. In this country it should also be tested on lands too poor to be cultivated with profit. Kudzu being a legume, will add nitrogen to the soil in addition to the forage it produces. Kudzu may be used either for pasture or as green feed, though hay can be made of it. It will probably be best used as pasture and it is desirable to have two such pastures to be browsed alternately.

**Ready to Pasture April 1st; Ready to Cut May 1st;
Makes as Much Growth by the Middle of May
as the Velvet Bean and Cow Peas Make
During the Entire Season**

A gentleman who has been growing it for several years gives his experience with it as follows: "After several years experience with the Kudzu Vine, I consider it the best forage plant to tide the farmer and stock raiser over the long, hot, dry summer, as well as the rainy season. It is ready to pasture here in West Florida by April 1st, or even earlier, having the ground thoroughly covered with the new growth by that time, and if desired for hay, can be cut May 1st, making as much growth by that time as the Velvet Bean in an entire season. It comes again quickly after cutting and in two weeks' time has the ground almost obscured again. It is easier to cure than Velvet Bean, which it greatly resembles in appearance and manner of growth, but it only needs to be planted once and cultivated the first season, taking care of itself after that, and all the owner needs to do is to keep it cut if wanted for hay, or turn the stock from one lot to another if wanted for pasture. When divided into three or four lots and pastured into succession, more stock can be supported on a given area than by allowing them full range. I believe it will become the most important plant introduced in the South, since the advent of cotton. I first secured a few seeds to try as a shade for our summer house. The next spring three plants were set around a brush pile to cover and hide it from view. By fall they had covered a space 50x80 feet and to a depth of two to three feet, as shown in photo. It was not until the vines began creeping through the bars to the horse shed and the fence on the neighbor's side that I suspected its value as stock feed. My horse simply got down on his knees, reached under and nipped every leaf that came within two feet of the bars, while the neighbor's horses, when turned into the adjoining lot, would make for the Kudzu Vines the first thing and never leave until the last leaf in reach was eaten. I began to investigate. I cut some of it for hay and found it cured much quicker than the Velvet Bean or Cow Pea hay and experience has proven that it retains its bright green color even after the exposure to the light and air for a year, and I have never smelled a sweeter hay. I cut thirty pounds of hay from a space 15x15 last July and in two weeks after it was nearly knee deep again, and this was on poor ground. It is a shy bearer of seeds, will not become a pest, and is the greatest plant I have ever seen for improving worn out lands."



This Picture Taken in June Shows the Vine Covering a Pole Twelve Feet High—This Growth Made in Thirty Days

KUDZU

The great new forage plant for early and permanent pastures and the best of hay has proven during 1909 and 1910 to be everything that was claimed for it by the introducer. It seems to be, without a doubt, the forage plant that is going to make available for the most profitable returns thousands of acres of poor pine woods lands, that now seem to be of no value for any crop. **KUDZU** not only furnishes more forage than Velvet Beans, but at less expense. Reports show that **KUDZU** will make heavy crops as far up as North Carolina and has even made a single crop in Delaware, while for the Gulf Coast country it cannot be recommended too highly. It is a great soil renovator and fertilizer. Some plants have produced as high as 2,000 nitrogen nodules. It will make ten tons of hay per acre in one season—four cuttings. The proper time for setting is December for Cuba, South Florida and Mexico; January to February 20th for Middle Florida, North Florida and points further North up to April 1st. No plants shipped after April 1st. Order at once, it will pay you. Prices—12 strong plants, postpaid, \$1.00; 12 plants, extra large, \$1.50; 190 plants, including both sizes, express collect, \$7.50; 1,000 plants, including both sizes, express collect, \$70.00. Single select specimen plants each, postpaid, 50 cents. NO PLANTS SENT C. O. D. Seed—Packet, 10 cents; ½ ounce, 60 cents; ounce, \$1.00; postpaid. Delivery guaranteed.

\$233.00 Profit Per Acre on the Earliest Cabbage on the Market

From Alexander's Perfect Cabbage Plants

FULL COUNT—BEST QUALITY

THE ONLY WAY TO GET THESE VERY EARLY CABBAGE IS TO PLANT OUR HARDY, FROST-PROOF PLANTS, GROWN FROM SUPERB MARKET-GARDENER'S STOCK OF THE BEST AMERICAN-GROWN SEED. THESE PLANTS ARE GROWN ON THE CAROLINA COAST EXCLUSIVELY FOR THE PLANT TRADE, THEY ARE NOT SURPLUS PLANTS LEFT OVER FROM MARKET-GARDENER'S PLANT BEDS—THOUSANDS OF WHICH ARE SOLD EVERY YEAR.

This seed is sown at intervals during October, November and December; the plants make a slow growth during the cold season and by the time they are ready to transplant are dormant; in this condition we have shipped hundreds of orders as far as Texas with the best results. As a test to see how long they would keep, have set aside crates of plants packed in the usual way and after two weeks unpacked them, and though they were yellow and many of the leaves were rotten, the buds and roots have always been in growing condition so that even in case of slight delay on road (which seldom occurs, as perishable goods are always rushed) the plants are seldom damaged, though they may look yellow, a good BUD and roots is what you want. However, we GUARANTEE safe delivery in a satisfactory condition.

A cabbage plant will stand freezing weather but a white frost will kill it; on account of the strong winds blowing in from the ocean, we have none of the frost that occurs elsewhere, thus enabling us to produce these plants out doors in better condition than you can grow them in a cold frame. We can deliver them to you and you can get them in the ground long before you would dare risk setting out cold frame plants. You can put them in the ground while it is cold, they will be established and will make a crop of cabbage ten days or two weeks earlier than your own growth, which is the best for later planting, as these are too sappy to ship after the 10th of April.

A good, loamy soil with clay sub-soil, well-drained, is the best adapted to cabbage. This should be broken well and harrowed twice; the soil must be well pulverized. Lay off in $2\frac{1}{2}$ or 3-foot rows and if commercial fertilizers are used exclusively you will require about 1,600 pounds per acre—analysis: about 7% available phos. acid, 5% ammonia, 5% potash. OUR SPECIAL CABBAGE AND GENERAL GARDEN CROP FERTILIZER, "EARLY TRUCKER," we have found to give the best results. This we can supply in any quantity. (Ask for special price.)

13,000 plants will set an acre. You will get from this ten to twelve thousand heads, which usually sell at an average price of $2\frac{1}{2}$ cents each, or \$300 for 12,000. The cost of plants, express, fertilizer and labor amounts to \$67.00—a PROFIT of \$233.00.

VARIETIES—EXTRA EARLY JERSEY WAKEFIELD, earliest; CHARLESTON WAKEFIELD, second; ALEXANDER'S AUGUSTA EARL TRUCKER, large, flat head; SUCCESSION, SURE-HEAD, and EARLY FLAT DUTCH. We recommend Charlestown Wakefield and Augusta Trucker as the best combination.

PRICES—500, \$1.00; 1,000 to 4,000, at \$1.50; 5,000 to 9,000, at \$1.25; 10,000 or more, at \$1.00. We have very low special express rate and prompt service in packing and shipping. The plants are of the very best quality and put up in crates containing 500, 1,000 and 2,000; no less than 500 of a variety can be supplied. If you haven't use for a full crate, make up an order among your neighbors. Cash must accompany each order and under NO circumstances will plants be sent C. O. D., or charged.

WHAT OUR CUSTOMERS SAY:

Talladega County, Ala., Sept. 30th.—Enter my order for 2,500 AUGUSTA EARLY TRUCKER cabbage plants. It will probably be of interest to you to know that of the 700 cabbage plants I received last spring I raised just 700 fine heads of cabbage.—S. R. Hooe, Asst. Treas., Ala. Marble Co.

Fulton County, Ky., Jan. 6, 1910.—The plants I got from you last year were very satisfactory, and I want more this year; please send price list at once. I especially like the TRIUMPH SWEET POTATO; think it the best of all varieties.—Mrs. Isham Browder.

SWEET POTATO PLANTS

GENUINE PUMPKIN YAM—TRIUMPH—IMP'ED NANCY HALL—SUGAR YAM

These plants will keep in shipment two weeks if necessary. All grown from the best seed stock. Price: 500, \$1.25; 1,000, \$2.25; 5,000 to 10,000, at \$2.00. Ready for shipment about April 10th to August 1st. To be SURE of getting stock, send order at once.

USE "BUG DEATH" TO GET RID OF THE BUGS AND INSECTS

BIG MONEY IN FORAGE CROPS FOR YOU

"It is not what we make but what we save that counts." If we make a big crop of cotton and sell it at a big price, and have to pay it all out for forage, etc., we haven't made any thing. There's as much profit in growing good forage as in making cotton.

The forage, hay and grain question is always with us and it is the lack of a sufficient quantity of them that makes us contribute millions upon millions of our cotton money every year to the Northern and Western States for what we can grow as well and cheaper here at home.

If you buy hay, grain or forage you are hurting yourself. If you don't grow enough of them to not only supply your home needs and have some to sell in the nearby towns or cities, you are neglecting a profitable crop, one that nine times out of ten will bring in more per acre than the average cotton yield, and do it with a whole lot less work and expense. Don't forget the hay, forage and feeding crops in 1912.

SUGAR SYRUP SORGHUM

How Would You Like to Trade \$20.65 for \$86.30? A Mighty Good Trade That. For Your Consideration.

One of our customers made that trade on one-eighth of an acre planted in this variety of sorghum. He made 80 gallons of syrup at 60 cents—\$48.00; 440 bundles of fodder at \$1.00 per 100—\$44.00. Seed that he saved sold for \$37.50. Total proceeds from one-eighth acre, \$86.30. Total expense, including cost of seed, fertilizer, cost of preparing land and planting, cultivating, rent of land and miscellaneous cost, \$20.65. Total profit, \$65.65, or \$525.20 per acre. What man has done man can do. The sugar syrup cane makes the very finest quality of sorghum syrup. Stalks grow 15 to 18 feet tall. We advise that you plant a crop to supply the home demand for syrup. It will pay you. Plant at the rate of 4 pounds per acre in drills. Price per packet, 10 cents; per pound, 40 cents; postpaid, 5 pounds at 25 cents a pound; 10 pounds, at 15 cents a pound, not prepaid.

White Kaffir Corn Rapidly becoming a favorite in the South for its drought resisting qualities. Plant stocky and erect with wide foliage which makes the finest kind of forage. Two to four heads of grain produced by each stalk. If cut just before heading, shoots spring from the roots producing a second crop of forage and grain crop. Plant in 3-foot rows and cultivate same as corn. Plant 8 pounds of seed per acre, sowing it in the rows like other sorghums. Peck, 10 cents; pound, 25 cents; 5 pounds, \$1.00; postpaid. By express or freight, not prepaid, 6 cents per pound.

Early Amber Sorghum The earliest and favorite Southern variety for forage crops, either grown alone or broadcasted with peas. Plant in drills 8 pounds per acre or $\frac{1}{2}$ bushel (24 pounds) if broadcasted alone. If with peas use 1 bushel of peas and 1 peck (12 pounds) of sorghum. It pays to fertilize this crop heavily. Pound, 20 cents; 4 pounds, 75 cents; postpaid. Peck (12 pounds), not prepaid, 50 cents; bushel, about \$1.75. Write for market prices when ready to buy. Bushel prices change frequently.

Early Orange Sorghum Larger and 10 days later than Amber and more largely grown for the syrup which is of fine quality and clear golden yellow color. Desirable for either syrup or forage. Pound, 20 cents; 4 pounds, 75 cents; postpaid. Peck, 50 cents; bushel, about \$1.75, not prepaid. Write for market prices when ready to buy in quantity.

(Yellow Milo Maize)—In mense producer of fine quality forage. Grows 8 to 12 feet high, stooling heavily. Can be cut 3 or 4 times during season and at any stage of growth. Large seed heads, furnishing large grain crops almost equal to corn in feeding value. Plant in 4-foot rows, 8 pounds seed per acre. Pound, 25 cents; postpaid, 4 pounds, 90 cents; 10-pound lots or over, not prepaid, 8 cents per pound.

Pearl or Cat-Tail Millet Best known and most valuable of all green forage plants for the South. Sold recently under the name of "Pencilaria." and sold at enormous prices. Continues to grow and produce green forage all through the season. It has a record of producing 95 tons of green forage from one acre in 135 days. Valuable for green feed only, as it makes poor dry fodder. Sow from April to June in rows 4 feet apart, using 10 pounds of seed per acre. Cultivate same as for corn. Pound, 25 cents; 4 pounds, 90 cents; postpaid. 10-pound lots or over, not prepaid, about 10 cents per pound.

German Millet In this we handle nothing but Tennessee grown seed, the only stock fit to plant in the South. Beware of cheap Western seed offered at low prices. Sow from April to June 15th, one bushel per acre. Pound, 20 cents; 6 pounds \$1.00; postpaid. Bushel prices on application.

Spanish or "Two Crop" Peanuts Earliest, a fine bearer, bushy erect growth; easily cultivated, the plow doing all the work. Planted in April they mature in August. Can be planted as late as August 1st. Heavy yielders of small, very sweet, well-filled out nuts. Pound, 25 cents; 4 pounds, 75 cents; postpaid. Peck, not prepaid, 50 cents; bushel, about \$1.75. Write for prices.

North Carolina Peanuts A medium size nut, much more prolific than the Virginia and more profitable to grow for stock feeding on the farms than the Virginia. Pound, 25 cents; 4 pounds, 75 cents; postpaid. Peck, not prepaid, 50 cents; bushel, about \$2.00.

Genuine Hog Goobers A great hog feed. Wonderfully prolific, 400 bushels to the acre. For several years we had no seed of this valuable hog food crop to offer, having lost the seed a few years ago, but we now have a few bushels to offer and advise that our customers who raise hogs secure some of the seed and plant a few acres of this valuable crop. Remarkably prolific, finest of hog feeds, an easy crop to make, does well on poor sandy land. Good keepers; may be left in the ground for hogs to feed on all winter. Cultivate same as peanuts. A peck will plant an acre. We have only a few bushels to offer this season at 45c pound, postpaid.

Japanese Buckwheat The best variety, and valuable in bloom as a bee food and in grain for poultry. Can be sown in early spring or late summer. Matures in 60 to 70 days. Does well in almost all soils and resists heat and drought. Pound, 25 cents, postpaid. Peck, not prepaid, 60 cents; bushel, \$2.00.



White Kaffir Corn

Branching Sorghum

Large seed heads, furnishing large grain crops almost equal to corn in feeding value. Plant in 4-foot rows, 8 pounds seed per acre. Pound, 25 cents; postpaid, 4 pounds, 90 cents; 10-pound lots or over, not prepaid, 8 cents per pound.

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Spanish or "Two Crop" Peanuts

Filipino Peas

So named because of its origin several years ago. One of our Burke County, Ga., customers secured a quart of these peas that had been sent to this country by a soldier in the Philippine Islands. He planted them in his garden and the first season showed they were well adapted to our climate and very prolific, and a splendid table sort to be used green or dried. After planting several years he called our attention to them, and after a thorough investigation we decided to buy the entire crop, and we regret that there were not more to be had. After reserving enough to plant ourselves next spring we have only a few bushels to offer. The dried pea is about the size or a little smaller than the cowpea. Pods average about 8 inches long and completely filled with peas. Smooth, dark green in color and remain tender and eatable until nearly dry. Very fine for green snaps. The plant is of the vine or running type and makes a good crop on poor land. The dried peas for the table are unsurpassed, fine, rich, sweet flavor. They simply melt in your mouth; do not discolor the liquor in which they are cooked and your mouth waters when you see the steam coming on the table. Planted May 10th produces green snaps in July. Dry peas August 1st. Supply this season very limited. Packet, 15 cents; $\frac{1}{2}$ pint, 20 cents; pint, 30 cents; quart, 60 cents; postpaid.

Chufas A most profitable Southern crop for fattening hogs and poultry. The nuts grow near the surface and are easily harvested by hogs and chickens. Plant in April and May in 3-foot rows, dropping 2 or 3 Chufas every 10 to 12 inches. Give level culture. They mature in September and will lie in the ground until wanted. They are the best fattening crop. Packet, 10c.; pound, 35c.; postpaid. Peck, not prepaid, \$1.25; Bushel, \$4.50. Write for prices.

Teosinte A remarkable mammoth forage plant from Central America. One of the most valuable forage plants to be used in a green state. The yield is enormous and can be cut till frost. One Florida grower writes that it grew 5 inches per day by actual measurement. Plant in hill like corn after danger of frost is past. Seed is very hard and should be soaked a day or so before planting. Plant 3 pounds per acre. Ounce, 15 cents; ¼ pound, 35 cents; pound, \$1.00; postpaid. Write for prices.

Mammoth Sunflower Every man in the South should grow Mammoth Russian Sunflower for the seed for a poultry feed. There is nothing like it. Poultry fed on it grow rapidly and take on fine glossy plumage. A heavy yielder and easily grown on good land. Plant 4 quarts per acre. Packet, 10 cts.; quart, 25 cts.; postpaid.

Burt or 90-Day Oats For spring planting in our section. Bushel, \$1.00. Write for prices.

Soja or Soy Beans Splendid forage plant and soil enricher. Easily grown, stands drought well and is very productive. Plants grow 3 feet high. Stock like it. Has higher feeding value than cow peas. Packet, 10 cts.; quart, 30 cents; postpaid. Peck, not prepaid, 85 cents; bushel, \$3.00. Write for special price.

Beggar Weed Grows in popularity every year as a hay plant and soil enricher for the light sandy land of the lower South. It is to that section what red clover is to Kentucky and Tennessee. Dense growth, 2 to 5 feet high, making nutritious hay or green forage of high feeding value. Planted in May or June two cuttings can be made each season. Cleaned Seed (hull removed), pound, postpaid, 50 cents. Write for quantity price.

Lowland Rice—Upland Rice Best strains of each. Pound, postpaid, 25 cents; 5 pounds, \$1.00; postpaid. Not prepaid, peck, 75 cents; bushel, \$2.50.

Cow Peas The standard Southern crop for forage or for soil improvement, and no farm in the South ought to be without a greater or less acreage of them. At the time our catalogue goes to the printer, prices on these have not settled. When ready to buy write us for close market prices. The Augusta section is one that produces more cow peas than almost any, and we are in position to give you the best in both quality and prices when you are ready to buy. Write for bushel prices. Varieties—Whippoorwill, Clay, Black, Unknown, Wonderful, Iron, New Era, Red Ripper, Mixed Peas, and others. Small quantities by mail postpaid. Packet, 10 cents; pint, 20 cents; quart, 35 cents.

Bermuda Grass The most valuable of all summer pasture grasses in the South. Grows luxuriantly in the hottest sun and furnishes nutritious grazing for 9 months in the year. Grows well on all soils from the stiffest clay to the lightest sands. Sow seed broadcast, 6 pounds per acre, March to June. Seed germinates in 20 to 30 days when ground is warm. ¼ pound package, 30 cents; pound, \$1.00; postpaid. Special prices on 5-pound lots and over. Bermuda Grass Roots. Many prefer to plant the roots instead of the seed. Plant 200 pounds of roots per acre. Price, \$2.00 per 100 pounds, not prepaid. Ask for special Bermuda Grass Culture.

Johnson Grass While considered a pest by many it is considered one of the most valuable hay grasses, there being thousands of acres of it grown in the Augusta section. It should be grown only where it can be controlled and kept from spreading into other crops. Makes 4 to 10 tons of hay per acre according to soil. Sow 1 bushel per acre in spring. Lb., postpaid, 25c.; 5 lbs., \$1.00; Bu., of 24 lbs., not prepaid, about \$4.75. Write for prices.

Japan Clover (*Lespedeza Striata*)—An annual which reseeds itself where once established. Starts in early spring, is ready for grazing by June and continues until frost. All stock like it. Does well in central and lower South. Sow 25 pounds per acre in spring. Pound, postpaid, 45 cents. 10-pound lots and over not prepaid, 25 cents per pound. Bushel about \$4.50. Write for prices.

Alfalfa or Lucerne Most valuable permanent clover that can be grown and adapted to all the South except Florida. Once established it is perpetual, giving from 3 to 5 cuttings per year of the best clover hay. It starts slowly, needs careful attention the first year, but is well worth the trouble. Good results can be obtained from very early spring sowings. Pound, postpaid, 35 cents; 3 pounds, \$1.00; postpaid. Sow 20 pounds per acre. 10-pound lots, and over, at 25 cents per pound. Write for prices.

Evergreen Lawn Mixture Our own mixture, the only satisfactory lawn grass mixture for the South that will produce an "Evergreen" lawn. Sow in earliest spring. Pound, postpaid, 40 cents; 3 pounds (sufficient for 900 square feet), \$1.00; postpaid. Not prepaid, bushel (16 pounds), \$3.50.

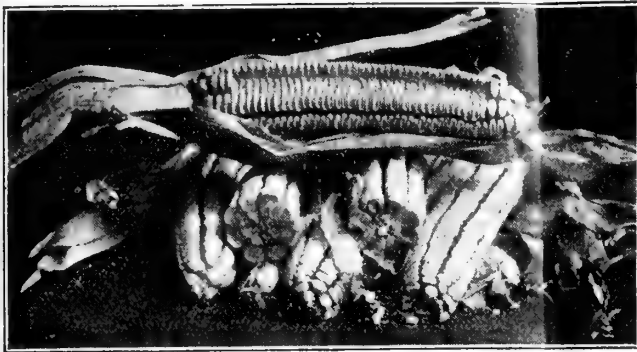
Velvet Beans The South's Greatest Soil Enricher Makes Forage—Makes Poor Land Rich

The South's strongest growing forage plant and soil enricher. They make poor land rich and good land more productive. Makes fine green forage or hay crop, enriching the soil even when the hay crop is cut off. The Florida Experiment Station reported a yield of over 18,000 pounds of dry forage (9 tons, per acre). The yield is enormous, being the greatest producer of either green or dried forage in the world. It produces at least three times as much grain and forage as the strongest growing varieties of cow peas and should be planted on every Southern farm. If you do not care to cut them it is customary to turn stock in on them when frost kills the vines. Cattle, hogs and horses will eat beans and vines up clean in the field. Sow seed at rate of one peck per acre, making rows 5 to 6 feet apart, dropping a bean every foot. Cultivate until the vines begin to run. Best result comes from April and May planted seed. They also make a fine shade for porches and arbors. Pkt., 10c.; pt., 20c.; q., 35c.; postpaid. Pk., not prepaid, \$1.00; bu. about \$3.90. Write for prices.



Field of Our Velvet Beans in Florida—Crop Half Grown

Prices on Grain, Grass, Clover and Forage Crops is constantly changing, all orders filled at lowest possible price



A Few Ears of Our Hickory King Corn

HICKORY KING CORN

Ours has the largest grain and smallest cob of any white corn, a single grain often covering the cob. Productive and profitable; bears two to three ears of medium size on each stalk. Makes good roasting ears and finest meal. Almost all corn and very little cob. Matures fully hard corn in 115 days. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, not prepaid, 75 cents; bushel, \$2.25.

Cocke's Prolific A famous Virginia variety with a record of 160 bushels per acre. A sure cropper, especially for uplands. Ears always fill out to tip of cob no matter how unfavorable the season. Ears of average size for a prolific corn, grain and cob white and the hard flinty grains make fine meal and are resistant to weevils. Average 3 to 4 ears per stalk and is good for roasting ears for either market or family use. Cocke's has superseded Blount's Prolific in the South, as it yields 25 to 30 per cent. more than that variety. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, 65 cents; bushel, \$2.25.

Early White Dent or White Pearl Popular early white variety, planted to produce early feed. Makes two ears per stalk, and good roasting ear corn. This is very select Pennsylvania stock. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Not prepaid, peck, 65 cents; bushel, \$2.00.

Early Improved Golden Dent Extra selected Pennsylvania stock; quickest growing early yellow corn; small cob, deep grains, golden yellow; two large ears per stalk. Is a strong, vigorous grower, heavy yielder, the best yellow corn for early feed. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, 65 cents; bushel, \$2.00.

Mammoth Mexican June Corn For planting late after wheat, oats, rye, etc., are cut off. Practically a drought-proof corn, if you can get enough moisture to give germination. For corn, plant in June. For heavy yield of forage, plant in May. Stalks 10 to 15 feet high, leaves 4 to 6 feet long. Seed supply very limited. Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, not prepaid, \$1.00; bushel, \$3.00. Write for price in quantity.

Mosby's Prolific Corn This is a small white cob prolific corn. It makes two good ears to each stalk, is a very heavy yielder, and the corn is easy to shell, making it a fine stock corn. The grain is softer than either Marlboro or our Alexander's Six Ear. Pint, 10 cents; quart, 15 cents; peck, 75 cents; bushel, \$2.50.

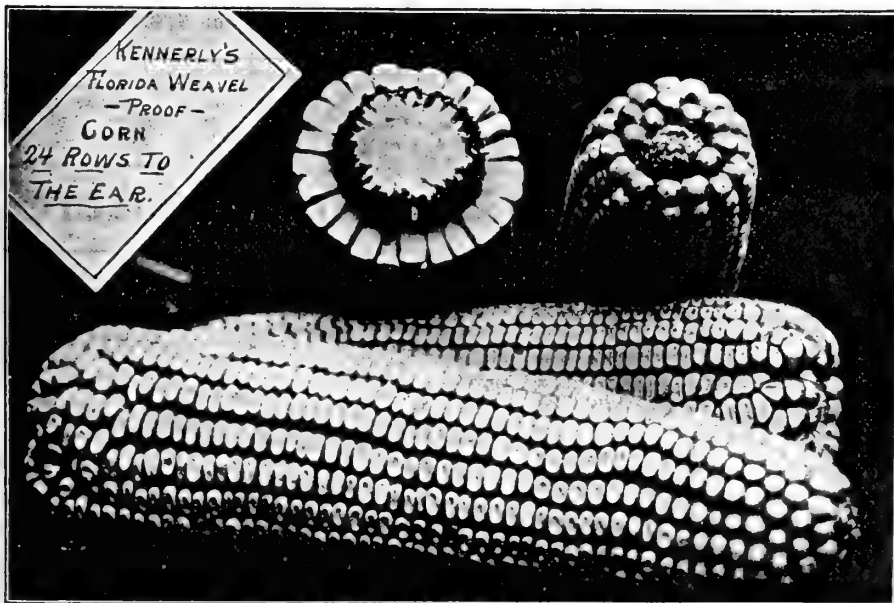
I must say that Alexander's Money Maker Cotton is the finest I have ever planted. I am getting about a bale to the acre with only 200 pounds guano. Your Six Ear Corn is also fine, I have tested them for two years and would not farm without them. They give perfect satisfaction. Very truly,
JAMES WILLIAMS.

Abbeville County, S. C., Nov. 13th, 1911.

I bought of you several years ago some MONEY MAKER cotton seed and have let them get badly mixed. I want to get more P.U.K.E. "MONEY MAKER" seed, I like them better than any cotton I have ever planted and don't want anything but the GENUINE MONEY MAKER seed. What will ten bushels cost?
J. A. McCOWEN, Jr.

"Oakdale Farm", Houston County, Ga., Nov. 16th, 1911.

Kennerly's Florida Weevil-Proof Corn



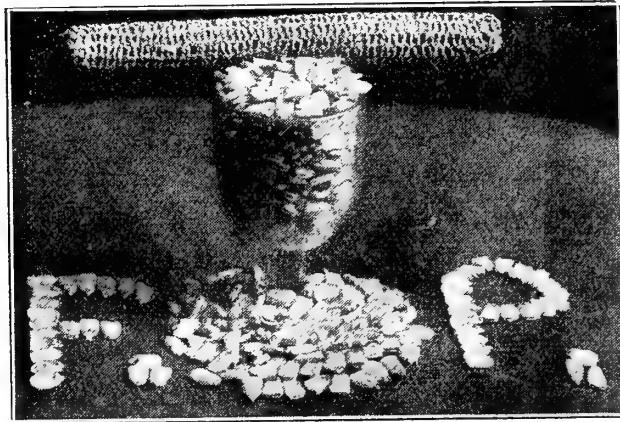
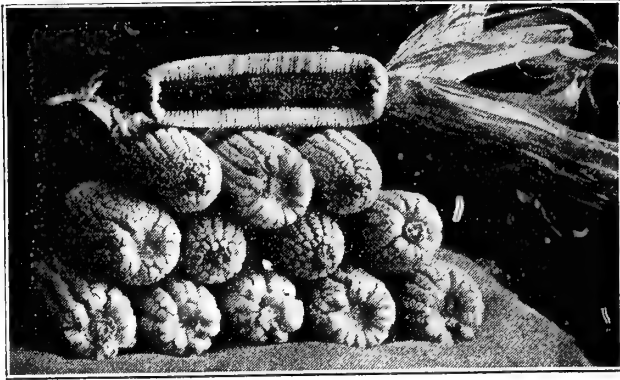
This is the corn you have been looking for, the kind you can save. It makes a fine yield, with a small amount of fertilizer, makes a fine large ear, two to the stalk, well filled to the end, and a corn that you can keep all season, without the weevils eating it all up. It doesn't make any difference how much your corn will yield to the acre, it is how much corn you can save. If you will plant Our Weevil-Proof, you will be able to have corn enough to feed your stock all winter, and some to sell. The picture shown here was taken at our store, and we had hundreds of ears as good as the ones shown in the picture. Our supply is limited, so place your order early.

Price, quart, 20 cents; peck, \$1.00; bushel, \$3.50.

Best Field Corn for Southern Farms

You can't be too particular about the field corn you plant. The right variety or difference in seed corn quality can and may make a difference of 15 to 25 bushels per acre. You can't afford to take chances. Buy Southern grown acclimated seed corn from us. Don't be fooled into buying the cheaper Western grown seed corn that is dumped into the South by the carload every year. We don't handle or sell a bushel of anything but Southern grown seed corn.

Alexander's Six-Ear For full description and price see last page of Catalogue.



The upper illustration shows a selection of perfect ears from 12 stalks, the one below shows corn shelled from a single ear.

Farmer's Pride Our 90% Corn

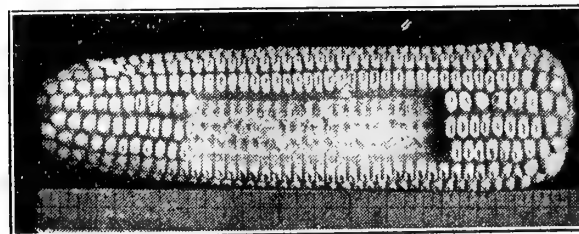
This great North Carolina corn introduced by us "makes good" everywhere it's planted. Farmer's Pride is remarkable both for its big yields per acre and the large amount of grain on each ear, which is 90%, or 13½ ounces of corn for each 1½ ounces of cob, the average ear weighing 15 ounces. The grain from the ear shown in the lower illustration shelled out a full pint and some over. Farmer's Pride runs 2 to 3 ears to each stalk, the ears being 7½ to 8½ inches in length, 14 to 20 rows of deep, perfectly shaped grains. Makes the finest of hominy and meal and ranks high in protein. Matures crop in 100 days and cures quickly. An unexcelled variety for dry seasons. Stalk of medium size with ears well placed and heavy shuck. Rarely blows over or is damaged by bad weather. Farmer's Pride has been grown exclusively for us by the originator for a number of years who grows no other. The pure pedigree of Farmer's Pride can be had of us only.

Florida don't claim to be a corn-growing State but Farmer's Pride fills corn cribs just the same down there. One of our Holmes County, Florida, customers, Mr. Frank Hunt, writes: "In the spring I ordered one peck of Farmer's Pride corn of you. Planted 1 acre which made 80¼ bushels. It's ahead of anything in this country."

Planted in 3½ foot checks with a perfect stand and only one ear per hill it will easily make 60 bushels per acre; it has a record under favorable conditions of 126 bushels on one acre. The good stands, fine ears and freeness from barren stalks is caused by the years of most careful seed selection. We have never had sufficient Farmer's Pride corn to supply the demand, every year we have been compelled to refund money and disappoint many customers; this we do not like to do and it is an extra expense to us, so, in order that all may be supplied with at least sufficient of this splendid variety to get a start, we are not offering in quantities of over one bushel to a person. This is the smallest cobbled corn for such a large ear, it having from 14 to 20 rows of deep, perfectly shaped grain. The stock that we offer has been grown exclusively for us by the originator for years, the seed we have is thoroughbred pedigree stock and no other kind do we care to sell; it is sound and clean, of high germinating quality and will produce a strong, vigorous plant. It is an extra fine variety and we believe everyone who has ever planted it has been well paid for the investment. Price, postpaid, packet, 10 cts.; pt., 30 cts.; qt., 50 cts.; Not prepaid, ½ pk., 75 cts.; pk., \$1.00; ½ bu., \$2.00; bu., \$3.50.

Not More Acres But More Corn Per Acre

Marlboro Prolific has been a leader and near-leader at the different experiment stations for a number of years. At the Georgia Experiment Station for five years, from 1933 to 1937, our selection made the highest average yield—39.49 bushels per acre; stood first 1903, not tested 1934, second 1935, first again 1936 and third 1937; the seed planted for 1907 was not supplied by us. This is a well-known variety to many Southern planters, a few of whom like it better than any other. The seed we offer is our own special stock grown from pedigree seed, and our very careful selection has greatly improved it above the usual stock.



From Photograph, Pedigree Ear of Our Marlboro Prolific

Agents of the Department of Agriculture, last year after examining all sources of supply found our stock to be very superior and placed a large order with us. It is a white variety and makes excellent roasting ears as well as stock feed. Mr. Tindal, of South Carolina, made a record yield of 182 bushels on one acre of this variety.

We have a limited stock of this select seed. Prices: Packet, 10 cents; pint, 20 cents; quart, 35 cents; postpaid. Peck, 75 cents; bushel, \$2.50; not prepaid.

Alexander's Prize Winner or Improved Shaw Corn

We Offer You in This Corn the Only Thoroughbred Stock of This Large Eared Type

**Produced 141 Bushels Per Acre
With Only \$6.00 Worth of Commercial Fertilizer**

Bred up and grown in the South. Its pedigree runs back nearly fifty years, when the father of our present grower began selecting and improving it to increase his yield per acre; and from that day to this it has been the only variety grown on the farm. When we first offered the variety to our customers, a number of years ago, after carefully testing it, the seed was first-class for that period, and the crops produced were much above the average. At the same time we were not thoroughly satisfied with it, believing that it could still be improved in several points and the productive power of the seed strengthened by more scientific methods of improvement. Our work since then, combined with the enthusiastic and careful work of our grower, has produced wonderful results.

Each year a slight improvement has been made—each year knowledge has been gained which has enabled us to produce each succeeding year a more perfect type and nearer to the standard or ideal for this class of corn. We have seen many varieties of Southern grown corn in all the Southern States, and are always searching for improvements. We have paid fancy prices for special selections of all varieties that have given any promise of being an improvement over the varieties we offer. All of these have been tested for several years, yet up to date we have found no selection of this big eared type that has anywhere near come up to our stock on our own farms, or in various localities where we have had them tested. These years of careful breeding and thorough selection could produce but one result—a perfect type or variety, which is a strong, vigorous grower and a heavy yielder.

It will make more big, perfect prize winning ears per acre than any other. It makes the largest ear. It makes the most perfect ear. It makes the finest looking ear. It makes the heaviest ear. It makes the largest per cent of grain per ear of any large eared corn. It is the best keeping big eared corn. It has no barren stalks, no nubbins.

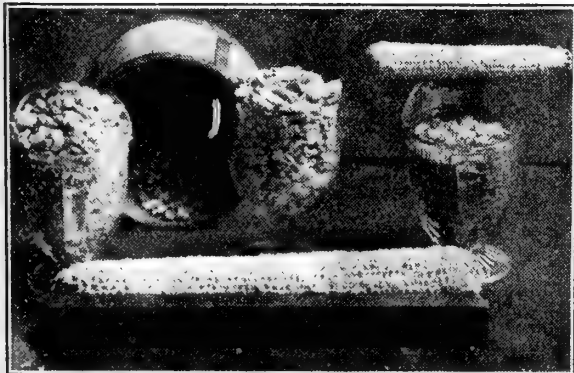
It pays to plant the purest pedigree stock you can get. This is just that kind of seed, and if you want to grow the biggest ears this year and make a heavy yield per acre, we advise placing your order at once for we have always had a larger demand than supply. Money is always returned when pedigree stock is sold, as there is no other seed we can afford to send out under our name. Our ears of Shaw's Improved average 10 to 12 inches long, 18 to 20 rows perfectly formed white grains set firmly and deeply and covering cob from butt to tip, many ears making over 85% grain. Makes large, strong stalk with usually 2 good ears and an immense amount of forage; is deeply rooted and very storm resistant. No variety of corn anywhere is more carefully handled than this. It is a genuine thoroughbred and your yield will be all that you could desire if you get Alexander's selection.

Note the comparison between an average ear of our Shaw's and the common corn, the kind that makes 10 to 16 bushels per acre. Length of ear of Shaw's is 12 inches; cob weighs 5½ ounces; grain, 20½ ounces; total, 26 ounces, and measures nearly a quart—almost three times as much as common corn. This corn planted in 3½-foot rows and same distance in drill, will give 3,536 hills per acre, and with one average ear per hill make 79½ bushels. It usually makes two good ears per stalk. It has a record yield of 133 bushels in regular crop. Five acres planted in this seed will make more and better corn than fifteen of the ordinary corn; the reason is:—Most of the seed usually planted is not selected in the right way, you have too many barren stalks and nubbins. It will pay you to plant some of our Shaw Corn.



12 Ears of Our Stock of Shaw's Improved Corn

Won Blue Ribbon and Cash Prize for the best 100 ears corn at Georgia-Carolina fair, Augusta, Ga., Nov. 1910. Blue Ribbon and Cash Prize for heaviest yield per acre.



Price: Packet, 10 cents; ½ pint, 15 cents; pint, 25 cents; quart, 40 cents; postpaid. Peck, \$1.00; bushel, \$3.00. Single pedigree ears, \$1.00 each, postpaid.

Elmore County, Ala., Sept. 12, 1910: "I wish to buy about 20 or 25 bushels new crop crimson clover seed, also a few bushels each of Hairy Vetch, Georgia Kye, Rape and Burr Clover. Please quote lowest cash price. Your Improved Shaw Corn (8 bushels) bought of you is making wonderful crop, and I expect to gather 2,000 bushels on 22½ acres."—W. E. Sistrunk. (This means 88.8-9 bushels per acre.)

Louisiana Experiment Station, December 10th.—"Gentlemen: Replying to your letter of inquiry regarding Shaw's Improved Corn seed purchased of you last spring, I beg to say that the reports we have received from same throughout the State have been very satisfactory. The yields have run from 30 to 53 bushels per acre and the past season has been very unsatisfactory for corn."—W. R. Dodson, Director.

Crisp County, Georgia, September 6, 1908.—"Dear Sirs: The Money Maker Cotton I bought of you is very fine. I also bought 1 bushel of Shaw's Corn from you that will make near 400 bushels or about 40 bushels per acre. Am well pleased."—I. G. W.

You Must Plant Prize Winning Stock to Produce Prize Winning Stock

This has been proven many times and is again shown by the following performance of our Shaw corn at the Georgia-Carolina fair here the past fall. Our 100 ears won the blue ribbon and cash prize for the best and heaviest shown, and a 100 entered by Ramsey Barton, a 12-year old boy, were the best in the same class open to boys. This boy's father bought the seed from us last spring and gave it to his boy to make a crop, and his yield was at the rate of 63 bushels per acre. **PLANT GOOD SEED ON GOOD LAND AND DO GOOD WORK AND YOU WILL HAVE A GOOD BANK ACCOUNT.**

Alexander's Six-Ear the Most Prolific

IS GROWN EXCLUSIVELY BY US FROM ORIGINATOR'S PEDIGREE SEED STOCK WHICH IS EACH YEAR SELECTED UP TO THE HIGHEST STANDARD OF PERFECTION. The seed we offer you is the most carefully selected, most prolific strain of all prolific varieties. No effort is spared each year in breeding it up to a higher standard of perfection and our seed this year is as select in every respect as the most critical farmer could desire. Our acreage the past season was greatly increased in order to meet the big demand for our seed, the yield has been immense and the highest average yield per acre we have ever obtained on the entire crop. Every ear for seed has been carefully selected in the field only from detasselled rows and at this writing we are re-selecting and testing, then all ears will be nubbed, tipped and shelled, regraded and cleaned, then sacked ready for delivery to you in perfect condition in every respect. Many orders have already been booked from customers who ordered too late last spring and judging from inquiries coming by every mail we will not have a bushel left over this season, so do not delay in ordering if you wish to be sure of getting the very best prolific corn seed. We have refunded several hundred dollars every year because there is no other stock than this special selection which we offer that is good enough in our opinion for us to send out.

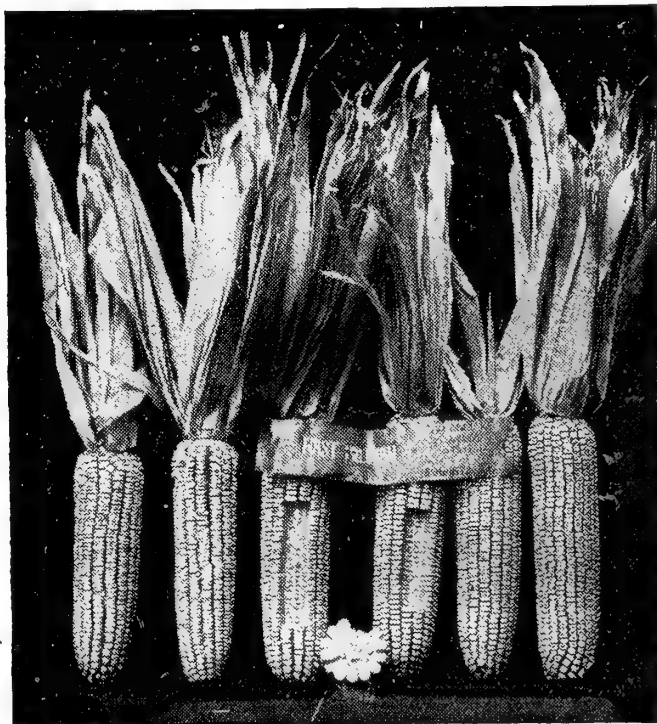
READ THE CORN PAGES IN OUR CATALOG FOR WHAT OUR CUSTOMERS SAY ABOUT 6-EAR AND OUR OTHER FINE VARIETIES. WE SELL THE MOST CAREFULLY SELECTED "CORN SEED" GROWN IN THE SOUTH.

WE can recommend our 6-Eared Corn to you without reserve. Our illustration shows just what it is and what it will do for you if you plant it this year. It's the greatest producer of both grain and forage that we have ever seen, the yields of grain and forage being remarkable, even on the poorest sandy lands. You can make 100 bushels of corn per acre on good land with good cultivation with this variety. It's far better than Blount's Prolific, Cocke's Prolific, Marlboro and Albemarle Prolific, which have been the standard Southern varieties. It makes more and better ears with longer grains than any of these famous varieties.

Alexander's 6-Ear has deep grains, closely set on a small white cob. Each stalk makes from 4 to 8 medium size ears (we have seen 11 ears on one stalk). Grains rather hard, making it a good keeper in weevil infected sections. Matures in 110 to 120 days. In the "roasting-ear" stage it is splendid, being equal to the best sweet corns. Its root system is superb, enabling it to stand severe storms without blowing down. It's an all purpose corn, the best and most profitable variety you can plant. It's the right corn for the farm, for the market garden and for the home garden. It's good on any kind of land and suffers less from drought than any other. You need it. Better order early and make sure of your supply. PACKET, 10 CENTS; ½ PINT, 20 CENTS; PINT, 30 CENTS; QUART, 50 CENTS; POSTPAID. PECK, NOT PREPAID, \$1.00; BUSHEL, \$3.50.



ALEXANDER'S 6-EARED CORN
A Good Poor Land Corn



Six Good Ears From One Stalk Won First Premium

THE ALEXANDER SEED COMPANY gives no warranty, expressed or implied, as to Description, Quality, Productiveness, or any other matter of any Seeds, Bulbs or Plants they send out, and will not be in any way responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.



SPECIAL QUOTATION SHEET

FOR-

Truckers, Market Gardeners, Merchants or any purchasers of seed in large quantities. (Not for small family garden orders, as we offer special collections and premiums on these in catalog.) By filling out this sheet with the list of seeds you wish to purchase, you place yourself under no obligation to buy. Give us a complete list of ALL the seed you expect to plant; we will quote you the BEST POSSIBLE PRICE on the best seeds that grow, selected for the South.

Name _____

P.O. _____ R. F. D. No. _____

What Railroad are you on? _____

What is the name of your Express Office? _____

County _____ State _____

What is your nearest Freight Station?

Please quote me your lowest price on the following seed. I shall need (about) the amount named of each variety. This is NOT an order for seed, only an inquiry for your best price and I am under NO obligations to buy.

[illegible]

The prices quoted are Free on Board at Augusta. The shipment would weigh about

pounds, and the **EXPRESS** charges to your **FREIGHT**

Office would be about _____ If you decide to favor us with your _____ We would advise you to have the order shipped by _____ as promptly as possible. **Be sure to return this sheet with remittance covering above items,** and we will forward same as promptly as possible. **Be sure to return this sheet** when you order, as this is a special quotation to you.

Thanking you and hoping to be favored, we are,

THE ALEXANDER SEED COMPANY,
911 Broad Street, AUGUSTA, GA.

Special Quotation No.

ALL QUOTATIONS without exception are made F. O. B. AUGUSTA cash with order, or half down, balance bill-lading attached, unless otherwise noted.

IT WILL BE TO YOUR ADVANTAGE TO FILL OUT AND SEND US THIS LIST AT ONCE

THIS IS THE SHEET THAT SAVES

You are doubtless going to buy a bill of seed this winter for your garden or farm use, and if so this **SPECIAL QUOTATION SHEET** ought to interest you, for it is a **MONEY MAKER**. By using it you get every advantage that you could if you made a personal visit to our store and talked over your order with us. The Quotation Sheet serves a double purpose. If you are buying seeds of any kind in large quantities you are entitled to closest market price for the best seed. You are entitled to these prices at the time you are ready to buy and as the market changes constantly on many kinds, we prefer to quote you **specially** on your needs at the time you want to buy. Second, if you give us the quantity you want on this sheet, we can tell you exactly what it will cost laid down at your freight or express office. Suppose, for instance, that you want two bushels of rye, ten bushels of seed oats, onion sets, vetches, or anything of that kind. First decide what varieties you want and the quantity. Set them down on the other side of this sheet and mail to us. We will promptly quote you lowest possible price on each item, figure up the weight of the lot, and our shipping clerk will then figure out what the freight or express charges will be to your place, and this sheet will be sent back to you. In this way, you get the benefit of lowest possible prices for first quality seeds and will know just what it will cost you to have the shipment delivered at your freight or express office.

SEND US YOUR FARMING PROBLEMS

Do you want any special information about **MONEY MAKING CROPS** or some new variety that you have heard of?

We receive so many requests for information about various crops, that we have found it necessary to establish an **INFORMATION DEPARTMENT**, for the special benefit of our customers, and those who should be our customers. We shall be pleased to have you send us your inquiries any time, and we will always give them our prompt and careful attention. We can advise you what to plant, when to plant it, how to cultivate, grow and fertilize it, and if a shipping crop, how to prepare and ship it, in fact just the kind of information you need, and can't get from every seed house, and it won't cost you one cent.

We have established this **INFORMATION DEPARTMENT** at a great cost, to help the Southern farmers, in every way possible, in making the greatest profit from the soil. "We figure that if the farmer succeeds, it helps us to succeed."

We are in business to supply you the **BEST SEED FOR THE SOUTH**, and to give you all the information possible to help you make the **MOST PROFITABLE CROPS**.

Our carefully selected, thoroughbred pedigree stocks of Cotton, Corn, Vegetables and Melons are unequalled for purity, vitality and productiveness.

Our High Grade Seed is a Money Maker for the Planter. Let Us Help

YOU MONEY ON YOUR SEED ORDERS

Our crops are grown under the most favorable conditions on land free from disease and dangerous insect pests, and are carefully inspected at frequent intervals during the growing season.

No expense is spared in breeding and selecting our pedigree stock seeds for the production of these crops, and should we ever have any competition as to the quality, a competitor, we feel sure, can only strive to equal **ALEXANDER'S SEEDS**, for they are **TRULY** the "**SOUTHERN STATES' STANDARD SEEDS**," the **BEST THAT GROW—SELECTED FOR THE SOUTH**. We, however, do not expect to rest on this position, but to continue to improve on this high standard gained by over a third of a century of continued success.

If you are particular and want the best, you will plant **ALEXANDER'S SEEDS**.

LARGER PROFITS ON THE FARM

can only be made by live, wide-awake business farmers, and the live business farmer is the man who will use every possible means to increase his yields without material increase in cost. This means better cultivation, better fertilizing and the use of improved varieties of cotton, corn or any other crop you grow. For instance, the average yield of cotton in the South is only about 200 pounds of lint per acre. There is no profit in that kind of farming. It's the farmer that makes 500 to 1,000 pounds of lint per acre that is putting money in the bank. Better cultivation and fertilizing have their effect, but it is a positive and established fact that Alexander's closely selected and improved varieties of cotton seed will make double the yield of lint that the common cotton seed planted by 99 out of every 100 does. Let us give an example. We will suppose that one of our Georgia or Carolina farmers is making a half-bale per acre—250 pounds, which is worth \$25.00 on the basis of 10 cents per pound. We will say that he planted one bushel of common seed per acre, worth on an oil mill basis 20 cents per bushel. He gets \$25.00 for his crop. Suppose he buys a bushel of one of our improved varieties at \$1.00 to \$1.50 per bushel, and plants it under same cultivation and fertilizing. He gets double the yield, a bale worth \$50.00 as against \$25.00 for the crop from common seed. Except for additional cost of picking and ginning, there has been no increase in cost of making the crop. An investment of \$1.50 in improved seed brought increased returns of \$25.00 cash money in less than eight months, and yet, in the face of such experience, the average cotton grower will tell you that he can't afford to pay \$1.00 or \$1.25 or \$1.50 for cotton seed. He prefers to use 20-cent seed and a \$25.00 per acre crop, instead of paying \$1.50 for seed and harvest a \$50.00 per acre crop. Is it common sense to stand in any such position? Is it any wonder that the average farmer stays poor? What is true of cotton is just as true of every other farm and garden crop. It cost more to grow poor crops than to grow good ones.

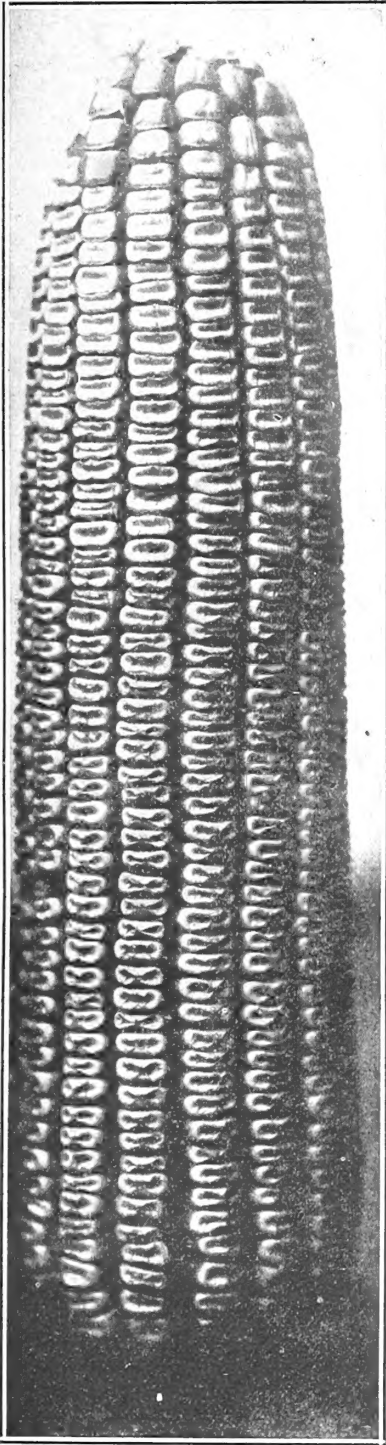
Help Get You in the \$50.00 per Acre Crop Growing Class this Year

ALEXANDER SEED COMPANY

911 BROAD STREET

AUGUSTA, GEORGIA

Alexander's Special Florida and Gulf Coast Corn



Florida and Gulf Coast Corn

Distinct new variety, is the most valuable introduction in corn that has been made in many years, and we are pleased to have the opportunity of offering it for the first time, for it will no doubt save thousands of dollars yearly by lessening the great damage done by weevils. This corn is of Florida origin, and we believe is the most thoroughbred corn ever produced in that State. For fifteen years or more it has been carefully selected and bred to withstand the attacks of the weevil. This little insect ruins many thousands of dollars worth of corn every year, and we have been experimenting and testing hundreds of varieties for years in order to produce one that would be weevil-proof and thus save this enormous damage. In this variety we have discovered the right thing. We have seen this variety produce 55 bushels of corn per acre on poor Florida flat woods land, where ordinary seed under the same conditions was not making over 15 to 20, so that in addition to its splendid keeping or weevil-resisting qualities it is a fine, heavy yielder. **NO OTHER CORN SHOULD BE PLANTED IN FLORIDA AND ALONG THE GULF COAST.** We have especially selected it for this section so that corn-growing may be made more profitable. Large eared and softer corns may be grown with success, but only for early feeding and not to keep for a year or more in the crib, which can be done with weevil-proof corn. It has a white cob, deep, well-shaped, flinty, white yellowish tinged grain which covers the cob from butt to tip, averages two fine ears per stalk and usually 16 straight close-set rows of grain per ear. Average length 8 inches, and 7 inches in circumference. A milling corn of the finest quality. The territory in which this should be exclusively planted is large, and though our crop of over 125 acres this year (1911) averaged 39½ bushels per acre in Florida on flat woods land, our grower saved only a small proportion of it from the detasseled rows for seed, thus the amount for sale is limited. It is safe to figure on 4 quarts to plant per acre. It will prove to be the corn you are looking for to make a safe and sure crop. Its most attractive qualities are: **A HEAVY YIELDER, THE BEST KEEPER, SURE CROPPER, FIRST GRADE MILLING CORN, WITHSTANDS DROUGHT, THE BEST POOR LAND CORN.** Price—Packet, 10 cts.; ½ pint, 20 cts.; pint 30 cts.; quart, 50 cts.; postpaid. ½ peck, 75 cts.; peck, \$1.00; bushel, \$3.50.

Alexander's Improved Hembry or Gid Morris Belmont Corn

While this is not a new variety, our improved strain is such an improvement over the old strain that a novice would take them for two different kinds. It has been very carefully grown and selected, and is today a splendid type of pure white corn for planting in any section of the South. The grains are deep, and inclined to be flinty. It is a corn that shows up well at both butts and tips. It has a small stalk, one ear to the stalk, but when you get an ear of this corn you get one that has something on it. The average ears measure 8½ inches in length, and will run about 20 rows to the cob. The average corn does well to give 56 pounds of shelled corn from a bushel of ears, while our Improved Hembry will shell 65 to 70 pounds to the bushel of ears. If planted on good land with a little fertilizer and careful treatment, this variety will give a fine yield. Some of our customers report as high as 193 bushels to the acre, but 50 to 65 bushels to the acre is an average yield. If you want a fine white corn this is the variety to plant. Pkt., 10c.; ½ pt., 20c.; pt., 30c.; qt., 50c.; postpaid. Pk., not prepaid, \$1.00; bu., \$3.50.

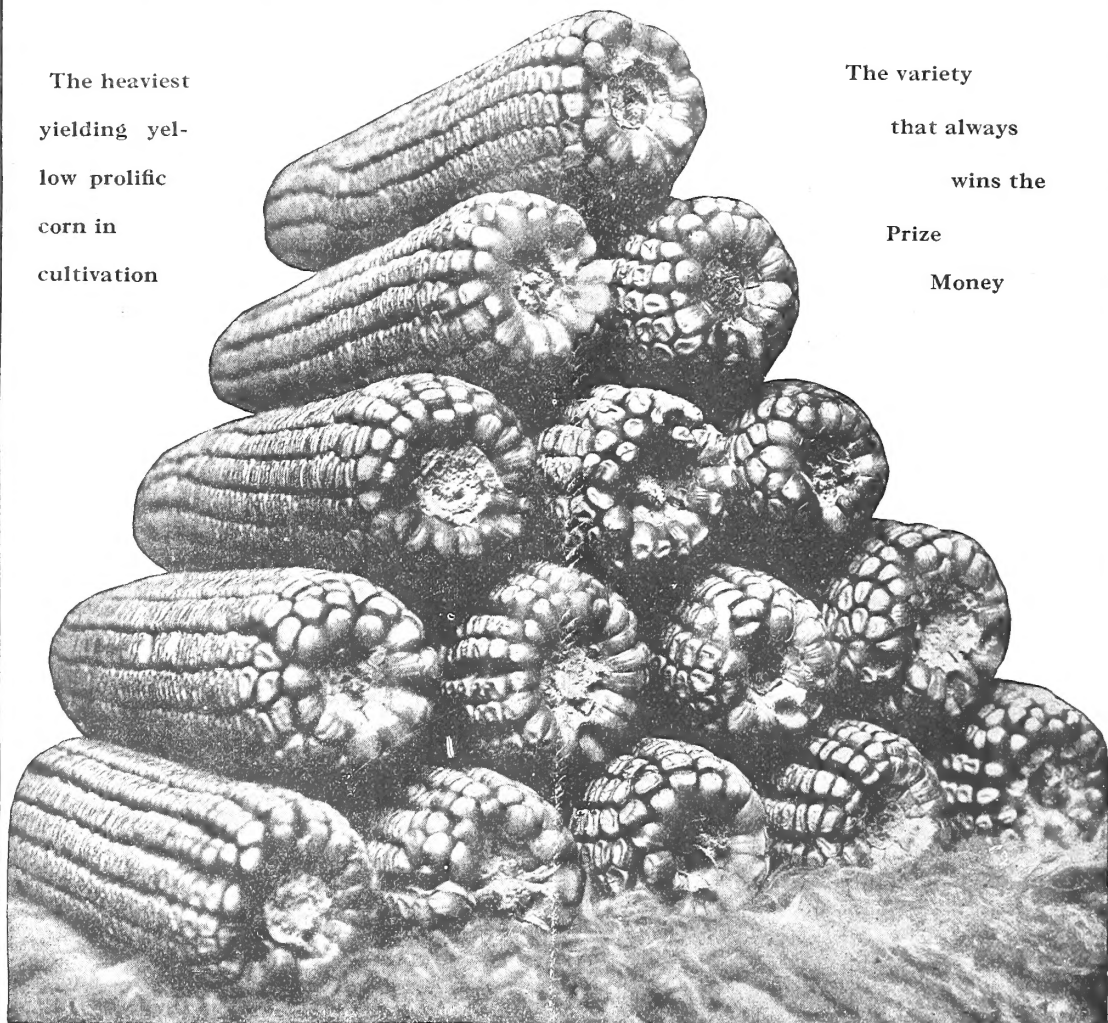
Alexander's Seed Corn produces corn that always wins the prize money. There's a reason.

"ALEXANDER'S YELLOW PRIZE WINNER CORN"

We have changed the name of this variety to Prize Winner, as it is winning more prizes than any yellow corn we know of. It carried off most of the prizes offered for yellow corn, at the first South Atlantic States Corn Exposition. At the 1911 Georgia-Carolina Corn Festival held in Augusta, Ga., it not only won first prize for the best yellow corn grown in South Carolina, getting the grower a fine \$75.00 buggy, but won the GRAND SWEEP-STAKES PRIZE for the "BEST YELLOW CORN IN THE SHOW." This corn has won more prizes than all other yellow varieties combined, because it is the most perfect of all Southern grown yellow varieties. You must plant it if you expect to win prizes for yellow corn.

The heaviest
yielding yellow
low prolific
corn in
cultivation

The variety
that always
wins the
Prize
Money



It has been our desire for a long time to offer our customers a first-class, thoroughbred, prolific yellow corn that would be especially adapted for growing in creek bottom lands and rich river swamp lands. We have carefully tested and thoroughly investigated the merits of several selections, but have never found one which we could recommend as being thoroughbred and true to type until the past year, when in our search we discovered just what we have wanted. This corn is classed in the prolific type, makes an average sized ear, perfectly filled out from butt to tip, showing the effects of the careful breeding which has been carried on for a good many years by the grower. It has a very small red cob, which is covered with straight, even rows of beautiful yellow grains of rather a flinty quality, making it a splendid keeper and especially valuable for feeding work stock on account of its large percentage of protein or muscle-building material. Now that we have discovered and introduced this variety we predict that it will be the most widely planted and popular yellow corn planted in the South, and within a few years all who want the best yellow main crop corn will be planting this variety. That the yielding qualities of this corn have been developed to a very high point is proven by its yield on five acres the past year, averaging 92½ bushels per acre, actual weight shucked. It is a strong, vigorous grower and will make a yield on upland or low-land in proportion to the quality of soil, and we would not hesitate to recommend it for an upland crop. The farm on which the seed has been bred up is not a large one, but the grower is a careful farmer who has spent much time in perfecting this corn. The acreage planted has never been large, but always makes a big yield, and from the last crop we have secured, at a high price, all of the select seed to spare. This was not a large amount. We cannot, therefore, offer it in large quantities, as we wish to have it well distributed among our customers. We have judged it by the very highest standard and know it will prove a prize winner over all other yellow varieties of this size ear and type. Price—3¼ ounce packet, 15 cents; ½ pint, 25 cents; pint, 35 cents; quart, 60 cents; postpaid. ½ peck, 80 cents; peck, \$1.25; bushel, \$4.50.

"ALEXANDER'S YELLOW," the great Carolina Yellow PRIZE WINNER, A FINE SWAMP CORN
TIFT COUNTY, GA., April 29th, 1911.—I am inclosing check for \$40.50 for which ship me the seed ordered herewith. I have two quotations lower than yours, but YOUR RELIABLE REPUTATION GETS THE BUSINESS. CHAS. L. PARKER.

IT IS ALWAYS SAFEST TO BUY THE BEST; IT WILL PROVE THE CHEAPEST IN THE END
Ask for Our Corn and Cotton Book, It's Free and Contains the Best Methods of Growing
Corn and Cotton at the Greatest Profit.

SEE PAGE 11—A package 50 per cent lint Cotton Seed Free